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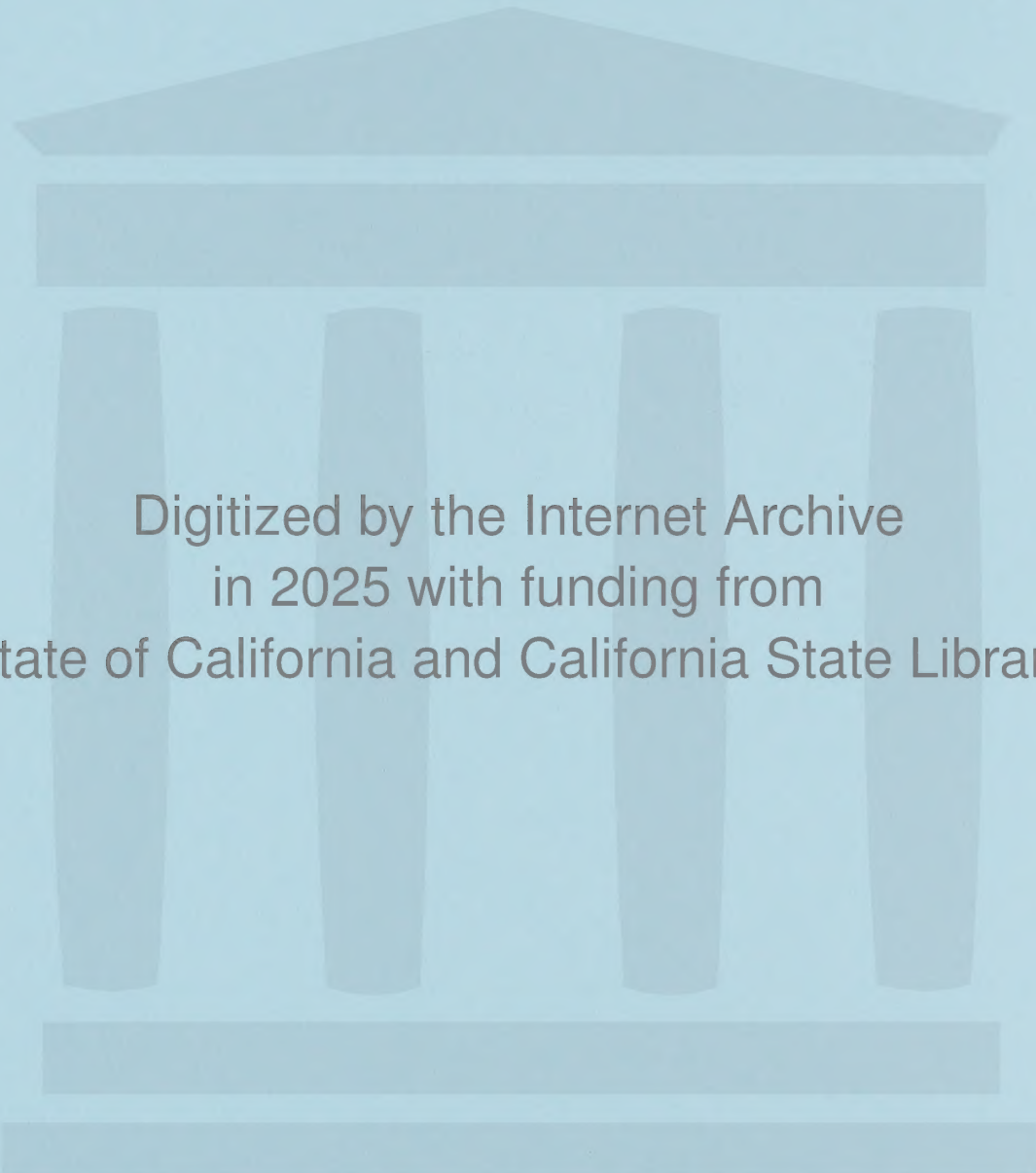
**BEACH AND SOUTH OF LAUREL
AREA PLAN**

DESIGN GUIDELINES

Adopted October 20, 1998

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I. INTRODUCTION

A. Project Overview

The Project Overview section provides a high-level summary of the project's purpose, scope, and objectives. It outlines the project's goals, the roles and responsibilities of the team members, and the key deliverables. This section also discusses the project's timeline, budget, and any other relevant information that provides context for the project.

The project's primary objective is to develop a new software application that will streamline the company's internal processes and improve efficiency. The project is being managed by the Project Manager, who is responsible for ensuring that the project is completed on time, within budget, and to the satisfaction of the stakeholders.

I. INTRODUCTION

1. Project Overview

a. Project Purpose and Objectives

b. Project Scope and Deliverables

The Project Overview section provides a high-level summary of the project's purpose, scope, and objectives. It outlines the project's goals, the roles and responsibilities of the team members, and the key deliverables. This section also discusses the project's timeline, budget, and any other relevant information that provides context for the project.

B. Project Management Process

The Project Management Process section describes the methodology used to manage the project. It outlines the project's phases, the tools and techniques used, and the roles and responsibilities of the team members. This section also discusses the project's communication plan and any other relevant information.

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I. INTRODUCTION

A. DESIGN GUIDELINES

The Design Guidelines is both an appendix to the Beach and South of Laurel Area Plan (BA/SOLA Plan) and the General Design section of the General Plan/Local Coastal Plan. The intent of the document is to assist the city and the development community to achieve a high quality of aesthetic and functional design. Design review is intended to achieve orderly and attractive development, to protect and enhance the city's unique character and assets, and to ensure the stability and growth of public and private investment in land and improvements.

The purpose of the document is to promote development which respects the physical and environmental characteristics of the community and the site, and which reflects functional and attractive site planning and high quality design. The contents of the document are organized into the following topics:

- Goals and Objectives
- General Design Guidelines
- Planning Area Design Guidelines

The Goals and Objectives section states the comprehensive aims or purposes as identified by the General Plan and BA/SOLA Plan that relate to design. The Objectives describe actions to be taken to meet the goals. The General Design Guidelines describe methods to be used to attain the goals and objectives. General Design Guidelines apply to all types of development throughout the plan areas. Plan Area Design Guidelines provide direction for development within each Plan Area to be used in addition to the General Design Guidelines. Projects will be evaluated on their ability to meet the goals and objectives as stated herein.

B. DEVELOPMENT REVIEW PROCESS

Note: The following text describes proposed changes to the existing review process. Upon approval of these draft guidelines, the text will be revised to describe the adopted review process.

Chapter 24.08 of the City Zoning Ordinance specifies the various land use permits and findings that are required for all development in the City. However, the current regulations do not provide sufficient review oversight for development in the Beach and South of Laurel Area.

For example, the current zoning regulations do not provide for design review of duplexes or single-family residences on standard lots. In addition, all commercial additions totaling less

than 25% of the total floor area, or having less than \$50,000 valuation of improvements, do not require a Design Permit.

To ensure that the objectives of the Beach Area/SOLA Plan are met, it is necessary to exercise a higher degree of design review oversight than currently provided in the zoning district regulations.

The existing Design Permit regulations (Sec. 24.08.410) should be modified to require a Design Permit in the Beach/SOLA Planning Area for all residential, commercial, industrial or mixed-use building additions exceeding 15% of the existing floor area; any addition to the front of a building that is visible from a public right-of-way; and any new residential unit(s). It is generally anticipated that new single-family units and additions will only require a Design Permit with no public hearing. Most other development projects will require a Design Permit with Zoning Administrator review.

Following is a summary of the principal land use applications that will be applicable to the planning area.

Land Use Applications

1. Conceptual Plan Review

The City recently instituted a conceptual plan review process, whereby a proposed development project can be submitted for inter-departmental review, and comments can be prepared by designated department staff persons. There is currently no application fee for this process, and it is an invaluable method of receiving early comments and recommendations, before committing financial resources to a particular project. It is recommended that all major projects receive a Conceptual Plan Review before a Design Permit application is filed. Those participating in this process should allow approximately 3-5 weeks for comments to be received.

2. Design Permit

The primary land use permit required for most development projects in the Beach/SOLA will be a Design Permit. Zoning Ordinance Section 24.08.410, lists the types of development projects that require a Design Permit, and should be amended to include the type of projects referenced in subsection 'B' above. A Design Permit may be required for a principally-permitted, or conditional use, and can be processed concurrently with other land use applications which may be required (i.e. Variance, Use Permit, etc.).

The objective of a Design Permit is to promote the public health, safety and general welfare through the review of architectural and site development proposals. To approve a Design Permit, the Zoning Ordinance requires findings of consistency with the objectives of this document, as well as the General Plan and applicable zoning regulations. The general findings that are required are listed in Section 24.08.430 of the Zoning Ordinance. Development on sub-standard residential lots also requires additional findings listed in Section 24.08.440. Depending upon the complexity of the project and the other related applications to be processed for a development proposal, a Design Permit typically can take 6-8 weeks to process.

3. Coastal Permit

The entire Beach Area/SOLA planning area is located within the Coastal Zone. The type of development projects which will require a Coastal Permit are specified in Part 3 of the Zoning Ordinance. Applications for Coastal Permits can be processed concurrently with other applicable land use permits or building permit applications.

4. Other Permit Types

In addition to the land use application-types described above, a development proposal may also require other land use permits before a use or structure can be established. Other land use permits established by the Zoning Ordinance are listed below:

- Administrative Use Permit
- Variance
- Conditional Fence Permit
- Historic Alteration
- Residential Demolition/Authorization
- Special Use Permit
- Historic Demolition
- Reconstruction Permit

C. SUBMITTAL REQUIREMENTS

In order to properly evaluate a development proposal in the Beach Area/SOLA, it is important to provide a complete application packet, including site plan, floor plan, and architectural elevations which precisely detail the intended scope of the project. The following checklist shows the minimum amount of information that must be shown on the plans. (** Items marked with an asterisk are the minimum needed to submit for Conceptual Plan Review*)

General Information Required on all Applications:

- Photographs of surrounding, adjacent properties
- Six sets of complete plans (if no public hearing required)
- Twelve sets of complete plans (if public hearing required)
- One set of 8 1/2" x 11" reduction of all plans (if public hearing required)

1. Site Plan

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=40';
- North arrow;
- Lot dimensions;
- Existing and proposed building locations in relation to lot lines;
- Location of structures on abutting lots in relation to lot lines;
- Location of all trees if greater than 16 inches in diameter, measured two-feet above grade;
- Location of all significant land forms and physical constraints;
- For slopes exceeding 20%, slope contours certified by a licensed surveyor or civil engineer
- Note: The contour interval shall be five-feet

- Preliminary drainage flow and ultimate disposition of water;
- Parking layout, including stall size, backup areas and drives and curb cuts;
- Location of existing and proposed landscaping (except for single-family), including total area and percentage of lot area;
- Dimensions and nature of all easements;
- Loading zones and outside storage areas (if applicable);
- Location of refuse areas and enclosure description (if applicable);
- Location, height and composition of screening fences, walls, etc. (if applicable).

2. Drainage and erosion control plan (if required by Code Section 24.14.050 and .060)

- Disposition of runoff;
- Details of drainage control facilities, including size and location.

3. Preliminary Grading Plan (required for Planned Developments)

- Appropriate scale: Engineer scale not less than 1"=40';
- Prepared by a licensed civil engineer or other qualified professional;
- Five-foot slope contours;
- Cut and Fill locations and total cubic feet;
- Site section showing existing slopes and, and with crosshatching, the new slopes;
- Erosion control measures as specified in Section 24.14.050 of the Zoning Code.

4. Floor Plan

- Appropriate scale: Architect scale not less than 1/8"=1';
- Interior layout and dimensions of all levels;
- Finished floor elevations of ground floors (if in flood plain);
- Total square footage for each level.

5. Elevations

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=20';
- All sides of each structure, to scale and dimensioned, including exterior stairs, ramps, elevators, down spout, and roof equipment;
- Type of materials and color, labeled on elevations;
- Screening treatment for HVAC equipment (include a cross-section of screening treatments)

6. Cross section

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=40';
- Primary street facade(s) of each proposed structure and their adjacent structures (or relevant portions) on neighboring properties; to scale and dimensioned, including topography and building and roof outlines;
- Location of property lines and dimensioned setbacks, building separations and building heights;

7. Landscape Plan (except for single-family)

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=20';
- Size, variety, number and location of proposed plants and type of irrigation system;
- Existing plants to be removed and those to remain;
- Existing and proposed street trees (if applicable).

8. Signage Plan (if applicable)

- Elevations of all existing and proposed signs, location and arrangement;
- Material, size, colors and lettering;
- Method of lighting.

II. GOALS AND OBJECTIVES

The purpose of this report is to provide a comprehensive overview of the current state of the Department of Defense and to identify the key goals and objectives that must be achieved in order to ensure the continued success of the Department in the future. This report is intended to provide a high-level overview of the Department's current state and to identify the key goals and objectives that must be achieved in order to ensure the continued success of the Department in the future.

A. Overview

1. Department of Defense Overview
2. Department of Defense Mission
3. Department of Defense Structure

II. GOALS AND OBJECTIVES

1. Department of Defense Goals

B. Objectives

1. Establish a strong, unified, and integrated defense system that is capable of meeting the challenges of the 21st century.
2. Develop a comprehensive and integrated defense strategy that is based on the principles of deterrence, defense, and offense.
3. Develop a strong and unified defense force that is capable of meeting the challenges of the 21st century.
4. Develop a strong and unified defense system that is capable of meeting the challenges of the 21st century.
5. Develop a strong and unified defense system that is capable of meeting the challenges of the 21st century.
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20. Develop a strong and unified defense system that is capable of meeting the challenges of the 21st century.

II. GOALS AND OBJECTIVES

This section states the goals or comprehensive aims or purposes as identified by the General Plan/Local Coastal Program and BA/SOLA Plan. The objectives describe actions to be taken to meet the goals. Additional goals and objectives specific to individual plan areas are provided in the Plan Area Design Guidelines.

A. GOALS

- Improve the quality of life in the Beach and South of Laurel Plan Areas.
- Retain neighborhood character.
- Promote safe and secure streets.
- Develop linkages with Downtown.
- Enhance the seaside resort character.
- Promote tourist commercial uses.

B. OBJECTIVES

- Create a strong sense of place, with edges that have a beginning and an end, and with gateways and intimate residential streets clearly defined.
- Create a sequence of experiences and views in the landscape that lead to destination points.
- Enhance entryways to neighborhoods at definable intersections.
- Encourage distinctive architectural treatment at major intersections to accentuate community gateways.
- Strengthen the residential quality and character of neighborhoods by improving the appearance of architecture and landscaping.
- Protect and enhance the unique historic and architectural qualities which are present by establishing historic conservation districts.
- Maintain the heritage tree preservation program and use the existing heritage trees as a basis for streetscape design.
- Protect historic resources such as rock walls and stairs. Use existing historic resources as a basis for streetscape design.
- Expand the economic vitality of Downtown by transforming Beach Street into a “signature street” which will complement and complete the revitalized Pacific Avenue “signature” shopping district. Link these commercial areas.
- Implement traffic calming measures, such as textured paving and chokers, in Conservation Areas.
- Implement hierarchical streetscape design that promotes identification of streets as thoroughfares and residential streets. Use a consistent landscape design theme to create “imagable paths” through the community, such as palm tree lined streets which lead to the beach.

- Implement a street tree program to give scale and definition to the public walkways and promote a visually attractive, comfortable street with reduced heat and glare.
- Balance the needs of automobiles, pedestrians and bicyclists with wide sidewalks for promenading and pedestrian-oriented activities; narrow roadways to slow traffic; continuous bicycle routes; ample, accessible, at-grade pedestrian crossings or ramps with appropriately textured surfaces; and curbside parking, bike lanes or landscaped parkways to separate pedestrians and moving cars.
- Provide unobstructed access to all citizens, in compliance with Uniform Federal Accessibility Standards and State Title 24 Accessibility requirements.
- Provide public amenities such as benches, planters, lighting, street name and traffic sign posts, trash receptacles, public rest rooms, bicycle racks, public telephones and information kiosks that are functionally and aesthetically integrated into the streetscape for pedestrian comfort, convenience and safety.
- Improve the pedestrian connection to Downtown by upgrading and maintaining the two existing pedestrian stairways.
- Provide public art for aesthetics and contemplation.
- Underground utilities to eliminate visual clutter and provide a more aesthetic streetscape.
- Implement an area-wide sign program to eliminate visual clutter of oversized and inappropriate signs.

III. GENERAL DESIGN GUIDELINES

The purpose of the Design Guidelines is to provide a set of guidelines for the design of the system, which will be used to guide the design process.

- 1. The design of the system should be based on the requirements of the system.
- 2. The design of the system should be based on the principles of good design.
- 3. The design of the system should be based on the principles of good design.
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A. Design Guidelines

The purpose of the Design Guidelines is to provide a set of guidelines for the design of the system, which will be used to guide the design process. The Design Guidelines are based on the principles of good design, which are: simplicity, clarity, consistency, and ease of use. The Design Guidelines are intended to be used as a guide, not a rule, and should be adapted to the specific needs of the system.

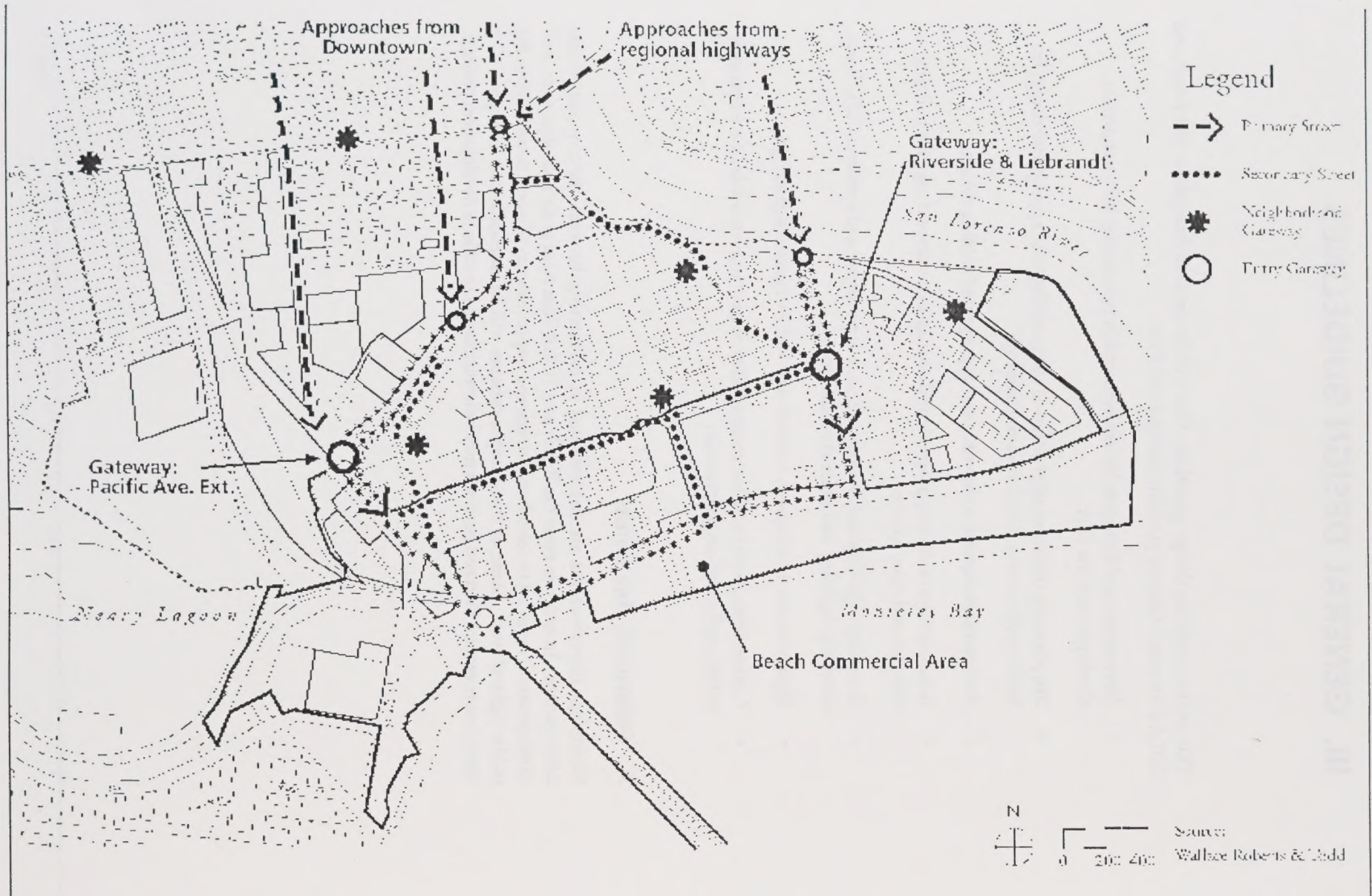
III. GENERAL DESIGN GUIDELINES

This section provides design guidelines that will be applied throughout the Beach and SOLA Plan areas. General guidelines are provided for:

- *Streetscapes and Entries* to be implemented in partnership between private developers and the city;
- *Site planning* to ensure neighborhood compatibility and appropriate design for building placement, circulation and parking;
- *Architecture* to ensure compatible and appropriate building design;
- *Landscaping* to ensure appropriate and adequate landscape design for building exteriors and open spaces;
- *Screening, Lighting and Security* to ensure appropriate and aesthetic walls, fences, screening, lighting, and noise attenuation;
- *Signage* to ensure adequate, aesthetic and well integrated sign design;
- *Conservation Areas* to ensure compatibility of new and remodeled developments within traditional neighborhoods.

A. STREETSAPES AND ENTRIES

Streetscape improvements are implemented in partnership between the city and private development. In order to meet the Beach and SOLA Plan Area goals and objectives, new development is required to contribute streetscape improvements adjacent to and within the public right-of-way. Some of these improvements will be implemented through a City Street Improvement Plan and portions may be implemented specific to development projects.



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 1

Urban Design : Approaches & Gateways

The following design guidelines describe improvements for specific streets and neighborhood entries as well as general landscaping, amenity and lighting improvements.

1. Specific Streets and Entries

Primary Circulation Streets

- Emphasize the importance of primary circulation streets with large scale trees regularly spaced in a formal pattern, a single style of decorative street lights and street furnishings used throughout, decorative brick paving at crosswalks, a consistent sign program and storefront landscaping.
- Maintain a strong sense of visual and pedestrian continuity along the entire length of the primary circulation streets.
- Introduce continuous curbside street trees along the north and south side of Laurel Street.
- Implement the San Lorenzo River Enhancement Plan along the Laurel Street extension and continue to the ocean waterfront.
- Introduce *Washingtonia robusta* palm trees as the street trees that identify Front Street as the primary connection to the Beach Area.
- Extend the Downtown streetscape design concept for Pacific Avenue south of Laurel Street to Front Street but use *Washingtonia robusta* palms as street trees to identify the area as the Beach Community.



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- Use Pacific Avenue streetscape design elements, including Washingtonia robusta palms, on Riverside Avenue and Third Street to identify them as the primary circulation streets in the Beach Area.

Secondary Circulation Streets

- Distinguish secondary streets with large and medium sized canopy shade trees.



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- Implement streetscapes appropriate to the style of redevelopment projects.
- Implement street furnishings that are compatible with the architectural style and community character of the adjacent neighborhoods.

Neighborhood Streets

- Create distinctive streetscapes that identify individual neighborhoods.
- Select medium sized trees which provide canopies, shade and distinctive foliage or flowers as neighborhood theme trees.



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- Maintain and expand to the maximum extent practical, sidewalks along all streets and decorative paving at crosswalks.
- Implement brick sidewalks and stone walls in the Beach Hill Conservation Area.

Community Entries

- Identify community entries by maintaining them as large open spaces within the streetscapes.
- Encourage distinctive architectural and landscape features at intersections to enliven the space.
- Locate specimen focal point trees with distinctive form, foliage and or flowers to accent the entries.
- Utilize colorful flowering shrubs, groundcovers and annual flower plantings to ccent the entries.
- Locate monuments such as stone or masonry pillars, gates, signs naming the community and public art at entries.
- Locate community name and directional signs at entries and design such signs to be compatible with the architectural themes and character of the community. Signs shall reflect permanence, elegance and community pride.



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- Utilize textured paving such as interlocking brick within the street, crosswalks and sidewalks to distinguish entries.
- Frame views from the entry into the community with tall, vertical elements such as tree-lined streets, gateways and flag poles.

Neighborhood Entries

- Design entries to identify residential neighborhoods as separate from commercial areas. Contrast streetscape features to identify residential cross streets as different from circulation streets.
- Provide monuments such as pillars, gates and signs to identify entries into residential areas.



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TABLE 1

- Utilize closely spaced, medium and small scale canopy street trees to reinforce the sense of quiet and serenity associated with residential areas.
- Utilize “neckdowns” to narrow entries to residential streets, textured paving and similar traffic calming measures.

Community Focal Points

Pacific Avenue Circle at the Depot Site

Pacific Avenue Circle at the Wharf

- Implement traffic circles to improve traffic flow and create elegant entries and focal points.
- Maintain the open character of the traffic circle to visually contrast with narrow, tree-lined streets and accentuate views to the ocean.
- Emphasize the circular design form by planting street accent trees in a circular pattern around the traffic circle.
- Emphasize the circular design and prominence of the traffic circle with colored and textured pavement patterns. Utilize pavement patterns to distinguish crosswalks and bicycle lanes.
- Emphasize the circular design form with low walls, seating and other features that encompass the traffic circle.



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- Utilize the center open space as the area focal point. The focal point should be landscaped with bright colored flowers and plants and accented with public art or a fountain.
- Enhance the entry to the Wharf as a distinctive maritime gateway with architectural and landscape features.

2. Landscaping

- Landscaping shall be used as a unifying design element and a cost-effective, long-term aesthetic and environmental enhancement to the community.
- Landscaping can be in the form of planting beds, raised planters, berms, containers or window boxes.
- Landscaping shall generally use a three tier system of 1) groundcovers, 2) shrubs and 3) trees.
- Specimen trees shall be used as accents and focal points in locations such as community and neighborhood entries.
- Trees shall be used to create sheltering canopies and shade to reduce heat and glare over sidewalks, parking and streets.
- Plantings and walls shall be used to screen outdoor areas from wind and unsightly views.
- Vines on trellises or walls shall be used to soften the appearance of bare walls, deter graffiti and provide greenery in narrow spaces.
- In all commercial areas, container plants with colorful foliage and flowers are required adjacent to storefronts along walkways.
- Landscaping shall be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks or curbs, and decorative tree grates.
- All trees in paved areas shall be provided with “deep root” barriers and shall be planted in tree wells of sufficient size to promote healthy growth.
- Trees and large shrubs shall be located so they will not interfere with lighting, pedestrian and vehicular sight lines, and emergency access
- Tree spacing along streets shall relate to species size. Where view preservation or site constraints limit regular spacing, trees may be placed close together in groups.
- Implement water conservation techniques which include use of drought tolerant native species, limited use of turf, state of the art irrigation systems, minimization of run-off, application of surface mulch and soil improvements for water penetration and retention, and use of low water consumptive plant species.

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I. INTRODUCTION

A. Objectives

The purpose of this study is to investigate the effectiveness of the proposed model in the context of the management education. The study is designed to achieve the following objectives: (1) to identify the current state of the art in the field of management education; (2) to develop a model that integrates the various components of the management education; (3) to evaluate the model's effectiveness in the context of the management education; and (4) to provide recommendations for the improvement of the management education.

The paper is organized as follows. Section II presents the literature review. Section III describes the proposed model. Section IV presents the results of the study. Section V presents the conclusions and recommendations.

I. INTRODUCTION

A. Objectives

1. General Objectives

2. Specific Objectives

The purpose of this study is to investigate the effectiveness of the proposed model in the context of the management education. The study is designed to achieve the following objectives: (1) to identify the current state of the art in the field of management education; (2) to develop a model that integrates the various components of the management education; (3) to evaluate the model's effectiveness in the context of the management education; and (4) to provide recommendations for the improvement of the management education.

B. Methodology

1. Research Design

The study is designed to achieve the following objectives: (1) to identify the current state of the art in the field of management education; (2) to develop a model that integrates the various components of the management education; (3) to evaluate the model's effectiveness in the context of the management education; and (4) to provide recommendations for the improvement of the management education.

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I. INTRODUCTION

A. DESIGN GUIDELINES

The Design Guidelines is both an appendix to the Beach and South of Laurel Area Plan (BA/SOLA Plan) and the General Design section of the General Plan/Local Coastal Plan. The intent of the document is to assist the city and the development community to achieve a high quality of aesthetic and functional design. Design review is intended to achieve orderly and attractive development, to protect and enhance the city's unique character and assets, and to ensure the stability and growth of public and private investment in land and improvements.

The purpose of the document is to promote development which respects the physical and environmental characteristics of the community and the site, and which reflects functional and attractive site planning and high quality design. The contents of the document are organized into the following topics:

- Goals and Objectives
- General Design Guidelines
- Planning Area Design Guidelines

The Goals and Objectives section states the comprehensive aims or purposes as identified by the General Plan and BA/SOLA Plan that relate to design. The Objectives describe actions to be taken to meet the goals. The General Design Guidelines describe methods to be used to attain the goals and objectives. General Design Guidelines apply to all types of development throughout the plan areas. Plan Area Design Guidelines provide direction for development within each Plan Area to be used in addition to the General Design Guidelines. Projects will be evaluated on their ability to meet the goals and objectives as stated herein.

B. DEVELOPMENT REVIEW PROCESS

Note: The following text describes proposed changes to the existing review process. Upon approval of these draft guidelines, the text will be revised to describe the adopted review process.

Chapter 24.08 of the City Zoning Ordinance specifies the various land use permits and findings that are required for all development in the City. However, the current regulations do not provide sufficient review oversight for development in the Beach and South of Laurel Area.

For example, the current zoning regulations do not provide for design review of duplexes or single-family residences on standard lots. In addition, all commercial additions totaling less

than 25% of the total floor area, or having less than \$50,000 valuation of improvements, do not require a Design Permit.

To ensure that the objectives of the Beach Area/SOLA Plan are met, it is necessary to exercise a higher degree of design review oversight than currently provided in the zoning district regulations.

The existing Design Permit regulations (Sec. 24.08.410) should be modified to require a Design Permit in the Beach/SOLA Planning Area for all residential, commercial, industrial or mixed-use building additions exceeding 15% of the existing floor area; any addition to the front of a building that is visible from a public right-of-way; and any new residential unit(s). It is generally anticipated that new single-family units and additions will only require a Design Permit with no public hearing. Most other development projects will require a Design Permit with Zoning Administrator review.

Following is a summary of the principal land use applications that will be applicable to the planning area.

Land Use Applications

1. Conceptual Plan Review

The City recently instituted a conceptual plan review process, whereby a proposed development project can be submitted for inter-departmental review, and comments can be prepared by designated department staff persons. There is currently no application fee for this process, and it is an invaluable method of receiving early comments and recommendations, before committing financial resources to a particular project. It is recommended that all major projects receive a Conceptual Plan Review before a Design Permit application is filed. Those participating in this process should allow approximately 3-5 weeks for comments to be received.

2. Design Permit

The primary land use permit required for most development projects in the Beach/SOLA will be a Design Permit. Zoning Ordinance Section 24.08.410, lists the types of development projects that require a Design Permit, and should be amended to include the type of projects referenced in subsection 'B' above. A Design Permit may be required for a principally-permitted, or conditional use, and can be processed concurrently with other land use applications which may be required (i.e. Variance, Use Permit, etc.).

The objective of a Design Permit is to promote the public health, safety and general welfare through the review of architectural and site development proposals. To approve a Design Permit, the Zoning Ordinance requires findings of consistency with the objectives of this document, as well as the General Plan and applicable zoning regulations. The general findings that are required are listed in Section 24.08.430 of the Zoning Ordinance. Development on sub-standard residential lots also requires additional findings listed in Section 24.08.440. Depending upon the complexity of the project and the other related applications to be processed for a development proposal, a Design Permit typically can take 6-8 weeks to process.

3. Coastal Permit

The entire Beach Area/SOLA planning area is located within the Coastal Zone. The type of development projects which will require a Coastal Permit are specified in Part 3 of the Zoning Ordinance. Applications for Coastal Permits can be processed concurrently with other applicable land use permits or building permit applications.

4. Other Permit Types

In addition to the land use application-types described above, a development proposal may also require other land use permits before a use or structure can be established. Other land use permits established by the Zoning Ordinance are listed below:

- Administrative Use Permit
- Variance
- Conditional Fence Permit
- Historic Alteration
- Residential Demolition/Authorization
- Special Use Permit
- Historic Demolition
- Reconstruction Permit

C. SUBMITTAL REQUIREMENTS

In order to properly evaluate a development proposal in the Beach Area/SOLA, it is important to provide a complete application packet, including site plan, floor plan, and architectural elevations which precisely detail the intended scope of the project. The following checklist shows the minimum amount of information that must be shown on the plans. (** Items marked with an asterisk are the minimum needed to submit for Conceptual Plan Review*)

General Information Required on all Applications:

- Photographs of surrounding, adjacent properties
- Six sets of complete plans (if no public hearing required)
- Twelve sets of complete plans (if public hearing required)
- One set of 8 1/2" x 11" reduction of all plans (if public hearing required)

1. Site Plan

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=40';
- North arrow;
- Lot dimensions;
- Existing and proposed building locations in relation to lot lines;
- Location of structures on abutting lots in relation to lot lines;
- Location of all trees if greater than 16 inches in diameter, measured two-feet above grade;
- Location of all significant land forms and physical constraints;
- For slopes exceeding 20%, slope contours certified by a licensed surveyor or civil engineer
- Note: The contour interval shall be five-feet

- Preliminary drainage flow and ultimate disposition of water;
- Parking layout, including stall size, backup areas and drives and curb cuts;
- Location of existing and proposed landscaping (except for single-family), including total area and percentage of lot area;
- Dimensions and nature of all easements;
- Loading zones and outside storage areas (if applicable);
- Location of refuse areas and enclosure description (if applicable);
- Location, height and composition of screening fences, walls, etc. (if applicable).

2. Drainage and erosion control plan (if required by Code Section 24.14.050 and .060)

- Disposition of runoff;
- Details of drainage control facilities, including size and location.

3. Preliminary Grading Plan (required for Planned Developments)

- Appropriate scale: Engineer scale not less than 1"=40';
- Prepared by a licensed civil engineer or other qualified professional;
- Five-foot slope contours;
- Cut and Fill locations and total cubic feet;
- Site section showing existing slopes and, and with crosshatching, the new slopes;
- Erosion control measures as specified in Section 24.14.050 of the Zoning Code.

4. Floor Plan

- Appropriate scale: Architect scale not less than 1/8"=1';
- Interior layout and dimensions of all levels;
- Finished floor elevations of ground floors (if in flood plain);
- Total square footage for each level.

5. Elevations

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=20';
- All sides of each structure, to scale and dimensioned, including exterior stairs, ramps, elevators, down spout, and roof equipment;
- Type of materials and color, labeled on elevations;
- Screening treatment for HVAC equipment (include a cross-section of screening treatments)

6. Cross section

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=40';
- Primary street facade(s) of each proposed structure and their adjacent structures (or relevant portions) on neighboring properties; to scale and dimensioned, including topography and building and roof outlines;
- Location of property lines and dimensioned setbacks, building separations and building heights;

7. Landscape Plan (except for single-family)

- Appropriate scale: 1/8"=1' or engineer scale not less than 1"=20';
- Size, variety, number and location of proposed plants and type of irrigation system;
- Existing plants to be removed and those to remain;
- Existing and proposed street trees (if applicable).

8. Signage Plan (if applicable)

- Elevations of all existing and proposed signs, location and arrangement;
- Material, size, colors and lettering;
- Method of lighting.

II. GOALS AND OBJECTIVES

II. GOALS AND OBJECTIVES

This section states the goals or comprehensive aims or purposes as identified by the General Plan/Local Coastal Program and BA/SOLA Plan. The objectives describe actions to be taken to meet the goals. Additional goals and objectives specific to individual plan areas are provided in the Plan Area Design Guidelines.

A. GOALS

- Improve the quality of life in the Beach and South of Laurel Plan Areas.
- Retain neighborhood character.
- Promote safe and secure streets.
- Develop linkages with Downtown.
- Enhance the seaside resort character.
- Promote tourist commercial uses.

B. OBJECTIVES

- Create a strong sense of place, with edges that have a beginning and an end, and with gateways and intimate residential streets clearly defined.
- Create a sequence of experiences and views in the landscape that lead to destination points.
- Enhance entryways to neighborhoods at definable intersections.
- Encourage distinctive architectural treatment at major intersections to accentuate community gateways.
- Strengthen the residential quality and character of neighborhoods by improving the appearance of architecture and landscaping.
- Protect and enhance the unique historic and architectural qualities which are present by establishing historic conservation districts.
- Maintain the heritage tree preservation program and use the existing heritage trees as a basis for streetscape design.
- Protect historic resources such as rock walls and stairs. Use existing historic resources as a basis for streetscape design.
- Expand the economic vitality of Downtown by transforming Beach Street into a “signature street” which will complement and complete the revitalized Pacific Avenue “signature” shopping district. Link these commercial areas.
- Implement traffic calming measures, such as textured paving and chokers, in Conservation Areas.
- Implement hierarchical streetscape design that promotes identification of streets as thoroughfares and residential streets. Use a consistent landscape design theme to create “imagable paths” through the community, such as palm tree lined streets which lead to the beach.

- Implement a street tree program to give scale and definition to the public walkways and promote a visually attractive, comfortable street with reduced heat and glare.
- Balance the needs of automobiles, pedestrians and bicyclists with wide sidewalks for promenading and pedestrian-oriented activities; narrow roadways to slow traffic; continuous bicycle routes; ample, accessible, at-grade pedestrian crossings or ramps with appropriately textured surfaces; and curbside parking, bike lanes or landscaped parkways to separate pedestrians and moving cars.
- Provide unobstructed access to all citizens, in compliance with Uniform Federal Accessibility Standards and State Title 24 Accessibility requirements.
- Provide public amenities such as benches, planters, lighting, street name and traffic sign posts, trash receptacles, public rest rooms, bicycle racks, public telephones and information kiosks that are functionally and aesthetically integrated into the streetscape for pedestrian comfort, convenience and safety.
- Improve the pedestrian connection to Downtown by upgrading and maintaining the two existing pedestrian stairways.
- Provide public art for aesthetics and contemplation.
- Underground utilities to eliminate visual clutter and provide a more aesthetic streetscape.
- Implement an area-wide sign program to eliminate visual clutter of oversized and inappropriate signs.

III. GENERAL DESIGN GUIDELINES

The work is to be done in accordance with the following guidelines:

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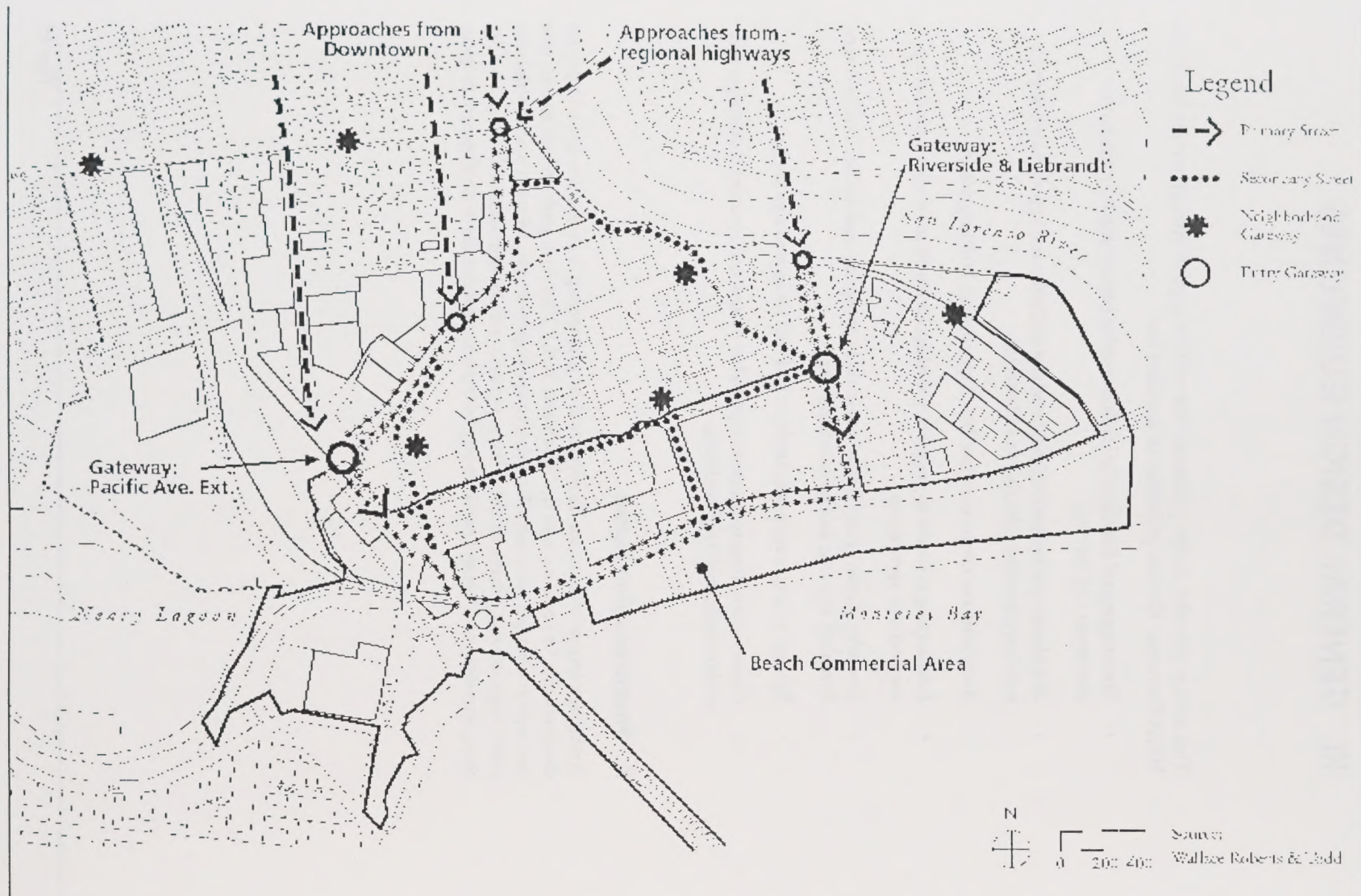
III. GENERAL DESIGN GUIDELINES

This section provides design guidelines that will be applied throughout the Beach and SOLA Plan areas. General guidelines are provided for:

- *Streetscapes and Entries* to be implemented in partnership between private developers and the city;
- *Site planning* to ensure neighborhood compatibility and appropriate design for building placement, circulation and parking;
- *Architecture* to ensure compatible and appropriate building design;
- *Landscaping* to ensure appropriate and adequate landscape design for building exteriors and open spaces;
- *Screening, Lighting and Security* to ensure appropriate and aesthetic walls, fences, screening, lighting, and noise attenuation;
- *Signage* to ensure adequate, aesthetic and well integrated sign design;
- *Conservation Areas* to ensure compatibility of new and remodeled developments within traditional neighborhoods.

A. STREETSCAPES AND ENTRIES

Streetscape improvements are implemented in partnership between the city and private development. In order to meet the Beach and SOLA Plan Area goals and objectives, new development is required to contribute streetscape improvements adjacent to and within the public right-of-way. Some of these improvements will be implemented through a City Street Improvement Plan and portions may be implemented specific to development projects.



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 1

Urban Design : Approaches & Gateways

The following design guidelines describe improvements for specific streets and neighborhood entries as well as general landscaping, amenity and lighting improvements.

1. Specific Streets and Entries

Primary Circulation Streets

- Emphasize the importance of primary circulation streets with large scale trees regularly spaced in a formal pattern, a single style of decorative street lights and street furnishings used throughout, decorative brick paving at crosswalks, a consistent sign program and storefront landscaping.
- Maintain a strong sense of visual and pedestrian continuity along the entire length of the primary circulation streets.
- Introduce continuous curbside street trees along the north and south side of Laurel Street.
- Implement the San Lorenzo River Enhancement Plan along the Laurel Street extension and continue to the ocean waterfront.
- Introduce *Washingtonia robusta* palm trees as the street trees that identify Front Street as the primary connection to the Beach Area.
- Extend the Downtown streetscape design concept for Pacific Avenue south of Laurel Street to Front Street but use *Washingtonia robusta* palms as street trees to identify the area as the Beach Community.



Thacher & Thompson Architecture

- Use Pacific Avenue streetscape design elements, including Washingtonia robusta palms, on Riverside Avenue and Third Street to identify them as the primary circulation streets in the Beach Area.

Secondary Circulation Streets

- Distinguish secondary streets with large and medium sized canopy shade trees.



Thacher & Thompson Architecture

- Implement streetscapes appropriate to the style of redevelopment projects.
- Implement street furnishings that are compatible with the architectural style and community character of the adjacent neighborhoods.

Neighborhood Streets

- Create distinctive streetscapes that identify individual neighborhoods.
- Select medium sized trees which provide canopies, shade and distinctive foliage or flowers as neighborhood theme trees.



Thacher & Thompson Architecture

- Maintain and expand to the maximum extent practical, sidewalks along all streets and decorative paving at crosswalks.
- Implement brick sidewalks and stone walls in the Beach Hill Conservation Area.

Community Entries

- Identify community entries by maintaining them as large open spaces within the streetscapes.
- Encourage distinctive architectural and landscape features at intersections to enliven the space.
- Locate specimen focal point trees with distinctive form, foliage and or flowers to accent the entries.
- Utilize colorful flowering shrubs, groundcovers and annual flower plantings to ccent the entries.
- Locate monuments such as stone or masonry pillars, gates, signs naming the community and public art at entries.
- Locate community name and directional signs at entries and design such signs to be compatible with the architectural themes and character of the community. Signs shall reflect permanence, elegance and community pride.



Thacher & Thompson Architecture

- Utilize textured paving such as interlocking brick within the street, crosswalks and sidewalks to distinguish entries.
- Frame views from the entry into the community with tall, vertical elements such as tree-lined streets, gateways and flag poles.

Neighborhood Entries

- Design entries to identify residential neighborhoods as separate from commercial areas. Contrast streetscape features to identify residential cross streets as different from circulation streets.
- Provide monuments such as pillars, gates and signs to identify entries into residential areas.



Thacher & Thompson Architecture

- Utilize closely spaced, medium and small scale canopy street trees to reinforce the sense of quiet and serenity associated with residential areas.
- Utilize “neckdowns” to narrow entries to residential streets, textured paving and similar traffic calming measures.

Community Focal Points

Pacific Avenue Circle at the Depot Site

Pacific Avenue Circle at the Wharf

- Implement traffic circles to improve traffic flow and create elegant entries and focal points.
- Maintain the open character of the traffic circle to visually contrast with narrow, tree-lined streets and accentuate views to the ocean.
- Emphasize the circular design form by planting street accent trees in a circular pattern around the traffic circle.
- Emphasize the circular design and prominence of the traffic circle with colored and textured pavement patterns. Utilize pavement patterns to distinguish crosswalks and bicycle lanes.
- Emphasize the circular design form with low walls, seating and other features that encompass the traffic circle.



Thacher & Thompson Architecture

- Utilize the center open space as the area focal point. The focal point should be landscaped with bright colored flowers and plants and accented with public art or a fountain.
- Enhance the entry to the Wharf as a distinctive maritime gateway with architectural and landscape features.

2. Landscaping

- Landscaping shall be used as a unifying design element and a cost-effective, long-term aesthetic and environmental enhancement to the community.
- Landscaping can be in the form of planting beds, raised planters, berms, containers or window boxes.
- Landscaping shall generally use a three tier system of 1) groundcovers, 2) shrubs and 3) trees.
- Specimen trees shall be used as accents and focal points in locations such as community and neighborhood entries.
- Trees shall be used to create sheltering canopies and shade to reduce heat and glare over sidewalks, parking and streets.
- Plantings and walls shall be used to screen outdoor areas from wind and unsightly views.
- Vines on trellises or walls shall be used to soften the appearance of bare walls, deter graffiti and provide greenery in narrow spaces.
- In all commercial areas, container plants with colorful foliage and flowers are required adjacent to storefronts along walkways.
- Landscaping shall be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks or curbs, and decorative tree grates.
- All trees in paved areas shall be provided with “deep root” barriers and shall be planted in tree wells of sufficient size to promote healthy growth.
- Trees and large shrubs shall be located so they will not interfere with lighting, pedestrian and vehicular sight lines, and emergency access
- Tree spacing along streets shall relate to species size. Where view preservation or site constraints limit regular spacing, trees may be placed close together in groups.
- Implement water conservation techniques which include use of drought tolerant native species, limited use of turf, state of the art irrigation systems, minimization of run-off, application of surface mulch and soil improvements for water penetration and retention, and use of low water consumptive plant species.



Figure 2

Beach Gateway Concept Plan

- Maintenance shall consist of regular watering, pruning, fertilizing, clearing of weeds and debris, removal and replacement of dead plants, and repair and replacement of irrigation systems and integrated architectural features.

3. Amenities and Lighting

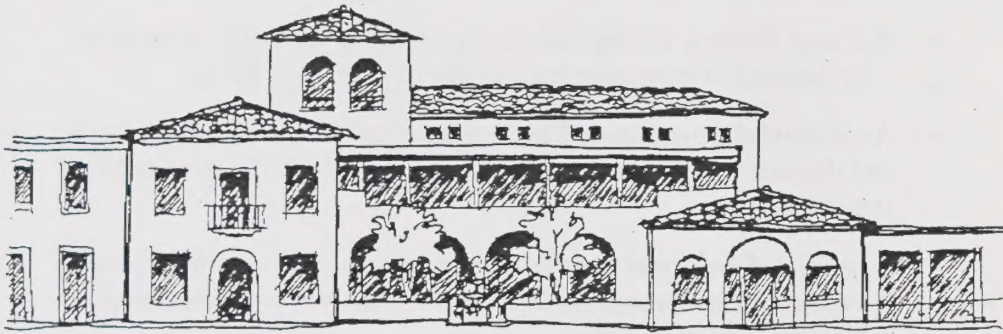
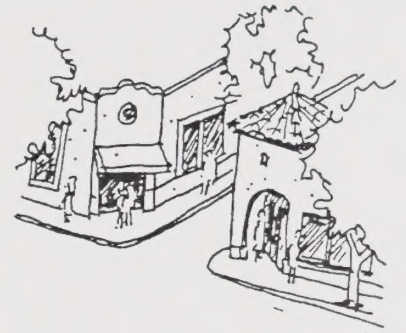
Select street furnishings that are compatible with community character and architectural styles. Furnishings shall be compatible in scale and form to the overall streetscape and facade plan. Furnishings shall not be heavy or massive to ensure that they do not visually dominate the street.

- All furnishings shall be consistent in design, materials and colors. Furnishings shall be durable, low maintenance, high quality and suitable for outdoor use.
- Seating shall be located at intervals along the street to provide resting spaces.
- Newspaper stands shall be consolidated into a single unit designed stand as provided in the Downtown.
- Bicycle racks shall be provided at convenient locations.
- Bus stop shelters, seating and signage shall be designed for comfort, convenience and integration into the overall streetscape design.
- A consistent sign program shall be created to provide important information and direction while adding an enlivening and aesthetic design element to the community.
- Artwork shall be located to enhance the streetscape and create focal points. Artwork shall be appropriate in scale and character to the surrounding streetscape and architecture.
- Decorative textured paving, such as interlocking bricks, shall be used for crosswalks at major intersections.
- A distinct sidewalk paving design of textured and colored concrete, bricks or stone may be used within an area to identify it as a special neighborhood or shopping district.
- Lighting shall be provided for safety, security and orientation.
- Lighting shall reinforce the streetscape design after dark and enhance the image and best features of the city during daylight hours.
- Lighting shall be directed to use areas to avoid waste, over lighting and glare.
- A single-head, ornamental, pedestrian scale light standard shall be selected and located along streets at an appropriate interval spacing. Locate similar designed double headed pedestrian/street lights at intersections.

B. SITE PLANNING

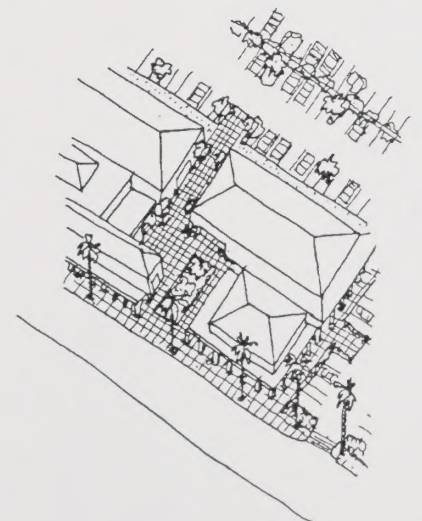
1. Compatibility And Building Placement

- The arrangement of structures, parking, and circulation areas, and open spaces shall recognize the particular characteristics of the site and shall relate to the surrounding built environment in pattern, function, scale, character and materials.
- The siting and design of structures and landscaping shall ensure that the development blends into rather than dominating the neighborhood.
- Where adjacent to single story developments, multiple story developments shall minimize scale through upper story setbacks, modular building units and other similar design techniques.
- Structures shall be sited in a manner that will complement adjacent land uses and circulation patterns.
- Building setbacks shall be proportionate to the scale of the structures and considerate of existing development. Larger structures require more setback area for balance of scale and so as not to impose on neighboring uses.



Building modules and setbacks minimize scale.

- Buildings located on corner lots shall integrate design features that create focal points at intersections such as angled corners and towers.
- The design and orientation of buildings and open space shall take advantage of available sunlight and, where possible, be sheltered from the noise of traffic or other incompatible uses.
- Multiple building developments shall be visually linked with arcades trellises or similar structures.
- Commercial development shall locate store fronts in proximity to streets and sidewalks and parking lots at the rear of structures.



2. Open Space

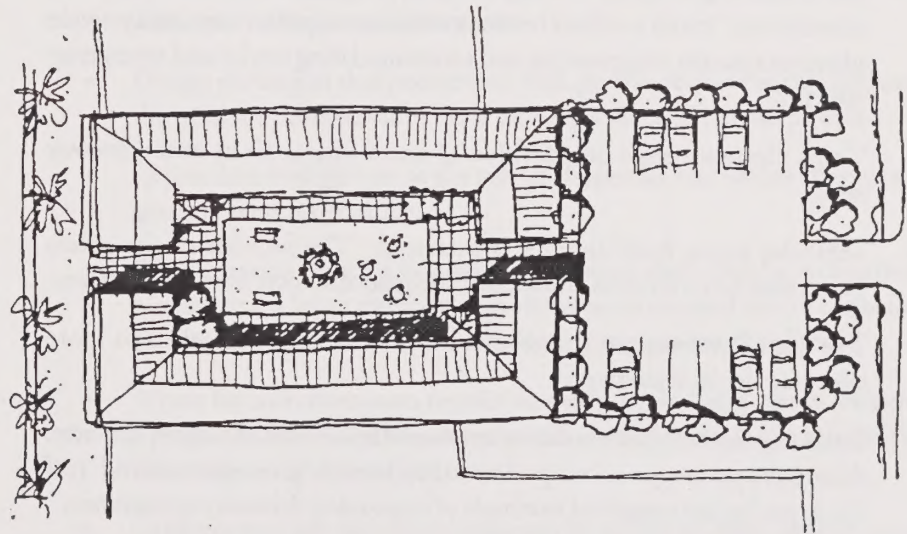
- Courtyard style developments are encouraged and shall have main entries oriented to the street.
- Multiple building developments shall be clustered to increase open space, enhance spaciousness.
- Standards shall be developed to address this issue.

Commercial Development

- Commercial development shall be designed to create plazas and pedestrian spaces for amenities such as shade and benches.

Hotels and Motels

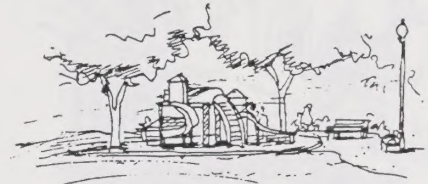
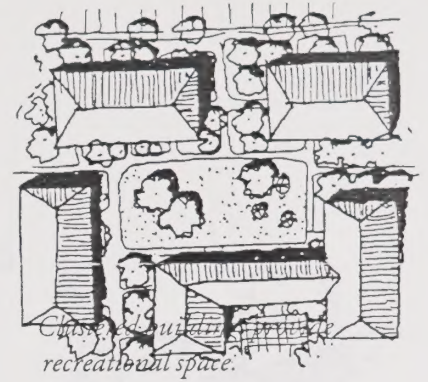
- Recreational open spaces shall be centrally and conveniently located for guests.
- Private open spaces shall be directly accessible from guest rooms and shall be defined by railings, trellises, canopies or other architectural features designed as an integral part of the building.



Hotel open space is provided in a central courtyard - parking is located at the rear of the building.

Multiple Family Residential

- All developments shall provide a common open space such as a landscaped entry or courtyard. Larger developments shall provide common open space, recreational open space, tot lots and private open space.
- Small scale developments shall provide a patio courtyard or similar passive open space.
- Family-oriented developments shall provide active recreational areas such as play lawns, paved play courts and swimming pools.
- Recreational open spaces shall be centrally and conveniently located for all residents.
- Private open space shall be directly accessible from the residential unit and shall be defined by railings, trellises, canopies or other architectural features designed as an integral part of the building.



Tot lot

3. Vehicular Circulation and Parking

Driveways and Entries

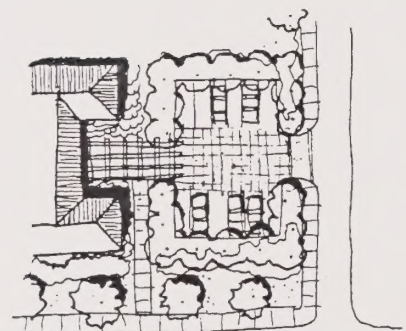
- The visual impact of driveways shall be minimized through appropriate location and landscaping.
- Site access and internal circulation shall promote safety, efficiency and convenience. Avoid conflicts between vehicles and pedestrians, and provide adequate areas for maneuvering and accommodating service and emergency vehicles.
- Visual clearance shall be provided at street intersections and driveway areas.
- Vehicular access from an alley is preferred. The number of site access points shall be minimized and located adequate distances from intersections.
- The use of common or shared driveways which provide access to more than one site is encouraged.
- Broad expanses of concrete driveways should be avoided. Textured concrete, decorative pavers, paved strips divided by lawn or groundcovers and turf block paving are suggested methods of improving driveway appearance.
- Entries to commercial, hotel and motel and large scale multiple family residential developments shall be enhanced with landscaping and may include low profile signage.



Pool and Plaza



Parking

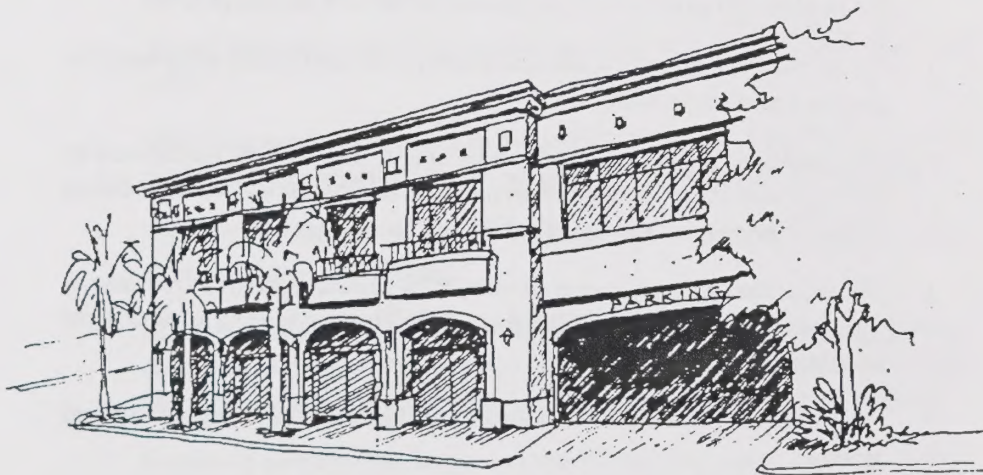


Landscaped parking court accessed from side street.

- Locate parking at the rear of buildings wherever possible or to be as unobtrusive as possible.
- Parking shall not be the dominant visual element of the site. Landscaping and varied setback widths are effective in reducing the visual impact of large, open parking areas.
- Parking which is visible from the street or other areas exposed to public view must be screened and softened by landscaping, low screen walls or a combination of elements.
- Views of parked cars and headlights must be screened from the public right of way and from adjacent structures with walls and or landscaping.
- Visually interrupt broad, bleak expanses of paving with landscaping.
- Provide trees in parking lots to shade cars and pavement to reduce heat and glare to enhance the comfort of pedestrians.
- Provide perimeter landscaping, including trees, shrubs and groundcovers to enhance adjacent streetscapes and buffer adjacent uses.
- Parking facilities shall be designed in a manner which links the structures to the street sidewalk system as an extension of the pedestrian environment. This can be accomplished by using enhanced paving, trellis structures and other special landscape treatments.
- Design parking so that pedestrians walk parallel to moving cars and reduce the need for pedestrians to cross parking aisles and landscape areas.
- Locate detached garages at the rear of properties and utilize alley access to garages wherever possible.
- Where garages must be located facing streets, they shall be minimized by placement at a lower elevation than the street or recessed within the building facade. Continuous rows of street-facing garages are not allowed.
- Where lot area constraints require cars to be parked adjacent to residences, a pergola or similar architectural feature shall be provided to minimize the visual impact of the parked car.
- Carports may not be located adjacent to streets or other highly exposed areas.
- Parking courts shall be treated as landscaped plazas with enhanced paving surfaces, shade trees, landscape planters and pedestrian walkways.

Parking Structures

- Parking structures shall be located at the rear of commercial or mixed uses. Where parking structures occupy an entire block, the structure shall be faced with commercial or mixed uses on all commercially active streets.
- Parking structures exteriors shall maintain the same high-quality architectural design and construction standards as all other commercial buildings.
- Parking structure architecture shall demonstrate compatibility with Conservation District and Plan Area community character. Compatibility can be demonstrated through architectural style, building scale, mass and form, and building materials and colors.
- Parking structure design shall be compatible with the neighborhood, block and adjacent structures.
- The large scale and mass of parking structures shall be alleviated through wall offsets, pilasters, arched openings and other distinctive design elements.
- Cars parked within structures and on open top levels shall be screened as much as possible with architectural elements, trellises and landscaping.
- Decorative elements such as cornices, balustrades, finish materials, colors and lighting shall be used to add interest and integrate the structures within the community.



Parking structure is located behind the commercial building and accessed from a side street. The same architectural details are used from the entire development.

Parking Accessory Structures and Signage



Architectural details and landscaping can enhance a parking lot ticket booth and gate.

- Ensure that parking lot structures, such as ticket booths, gates and fencing are designed to be aesthetically pleasing and appropriate to the surrounding community architectural styles.
- Gates and fencing shall be designed to be aesthetically pleasing and compatible with the community architectural styles. Decorative wrought iron or a combination of masonry pillars and wrought iron is preferred.
- Ensure that all signage is functional, aesthetically pleasing and compatible with surrounding architectural and community character.

4. Pedestrian Circulation

- Sidewalks shall be accessible, with relatively smooth, non-slip walking surfaces. In private development, the use of brick, interlocking pavers, enhanced concrete or similar surfaces compatible with the development architectural style is encouraged. At a minimum, decorative paving shall be used to delineate pedestrian crossings in vehicular use areas.
- In commercial areas, sidewalks shall be adequate to provide pedestrian amenities and uses such as sidewalk cafes.
- Separate vehicular and pedestrian circulation wherever possible and utilize raised pathways, landscape plantings, bollards and other elements to create separation.
- In multiple family residential complexes and hotel/motel developments, pedestrian walkways shall be provided to link dwelling units with common open space areas, recreational and support facilities, parking areas and the street. Appropriate paving shall be used where pedestrians are likely to cross landscaped areas.



Enhanced paving and landscaping create an aesthetic and safer street crossing.



Pedestrian arcade in commercial district.

C. ARCHITECTURE

1. Compatibility

- Building design shall demonstrate compatibility with the community as a whole, the streetscape or block, and adjacent structures. New buildings shall emulate the finest architecture of the community.
- New and renovated developments shall exhibit high quality design and construction that will enhance the community.
- Building design shall demonstrate compatibility with community character. Compatibility shall be demonstrated through architectural style, building scale, mass and form, and building materials and colors.
- All structures within a development, including accessory structures such as carports, garages and storage facilities shall share a common architectural theme and design characteristics for overall development unity.
- The chosen architectural style shall be employed on all building elevations. The designer is expected to vary building form, details and siting to create visual interest.
- Additions or remodeling to buildings that exhibit a distinct historic architectural style shall adhere to the guidelines for Conservation Districts in Section III G.
- New buildings located adjacent to buildings that exhibit a distinct historic architectural style shall adhere to the guidelines for new construction in Conservation Districts in Section III G.
- Remodeling of existing buildings that do not exhibit a distinct historic style shall be in accordance with the design guidelines and shall incorporate elements of the design theme identified for the Plan Area.
- New developments shall incorporate elements of the design theme identified for the Plan Area.
- Standardized “corporate” architectural styles associated with chain-type facilities shall be modified to be compatible with the Plan Area design themes.



Single story buildings with minimal facade interest are incompatible with the larger building that exhibits a distinctive architecture style.

2. Proportions

- Building proportions (relationship of height, width and depth of a structure) shall be compatible with the prevailing proportional relationships along a street or block except in areas that have been identified to be developed with larger scale buildings.
- The height of new development shall “transition” from the height of adjacent development. This can be achieved by varying the height of the building so it appears to be divided into distinct elements and/or articulating the building facade by horizontal and vertical offsets in wall planes.
- Building articulation shall be used to create interest and reduce building scale. This can be achieved through varying heights and setbacks within the same building, offsetting wall planes and adding architectural interest with roof overhangs, awnings, trellises, windows, moldings and other elements.
- Second stories shall be differentiated from the lower floor by wall offsets, stepbacks, balconies or other features. Standards shall be prepared to address this issue.



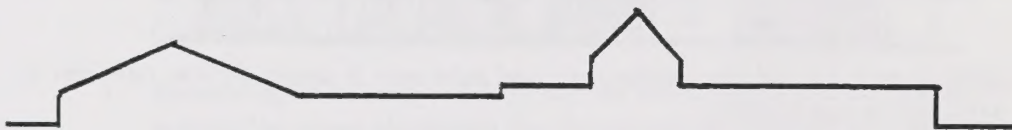
Building mass is divided into smaller parts and third story is stepped back to transition to neighboring two story building.

3. Building Envelope

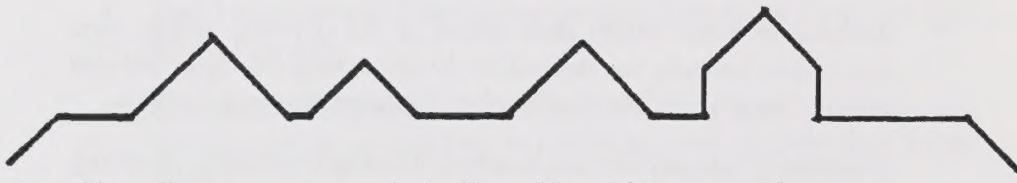
- Building envelope design shall adhere to the allowable height, size, projections, setbacks, etc. defined by the city zoning ordinance and also incorporate creative design application of volume, mass and roof line.
- Community compatibility can be achieved through replicating the strong volume and mass exhibited in historic structures. For example, recessed doors and windows can be used to suggest thick masonry reminiscent of Spanish Colonial Revival architecture. Bay windows and porches can be used to provide the sculptural, three dimensional qualities of Bungalow architecture.
- Building volume and mass are partially defined by facade treatment. Facades shall be designed to be proportional to the overall building and reflect the architectural style. Building volumes shall be reduced through wall offsets or projections. Such variations shall be designed so that there is no more than 25 linear feet of unvaried facade.



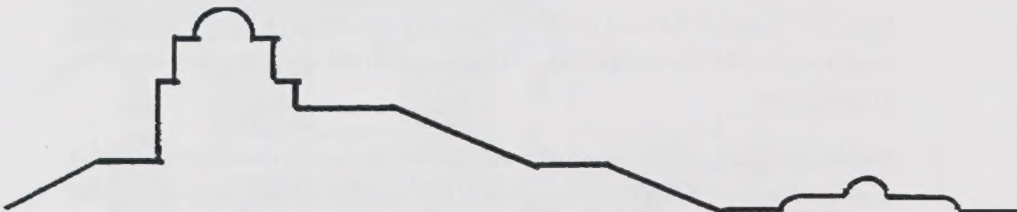
- For multiple family residential developments, dwelling units shall be individually recognizable. This can be accomplished through varied roof lines, setbacks, projections, balconies, color and other features that set units apart from one another.
- Building roof lines make a profile against the sky and the design of profile helps define community character. Roof line design shall be consistent with existing block or neighborhood patterns where appropriate.
- Roof design shall be an integral part of the overall building design. It shall be of a scale and proportion so as not to appear as an afterthought or appendage.
- Hipped or gabled roofs are encouraged with roof slopes comparable to surrounding structures.
- Spanish Colonial Revival and related Mediterranean style buildings may have flat roofs completely surrounded by a parapet. Parapets shall incorporate moldings, curvilinear decorative shapes or other finish features. Flat roofed buildings must incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance.
- Roof materials shall be appropriate to the building' architectural style. Composition and wood shingle are appropriate to the Bungalow and Victorian styles and red clay tile is appropriate to the Spanish Colonial Revival style. Materials with highly reflective surfaces are not allowed.



Undesirable roofline is flat and monotonous. Sporadic gable roofs have unrelated slope forms.



Desirable roofline repeats steep pitched gable roof forms of Victorian architecture.



Desirable roofline repeats low sloped gable roof forms of Spanish Colonial Revival architecture. The domed tower creates an accent in the skyline. The curved form is repeated in a parapet surrounding a flat roof.

- Roof top outdoor living spaces such as decks and gardens, shall be integrated into the building architecture. Step backs, parapets and other features shall be used to provide privacy and screening of utilitarian areas and equipment.

4. Texture and Detail

- Facade details that reflect the building architectural style shall be used on all building elevations, not just the street facing or entry facade.
- Monotonous, uninterrupted expanses of wall shall be avoided. Recesses, projections, columns, openings, ornamentation, materials and colors shall be used to add texture and detail. Blank walls shall not normally exceed 10 feet of lineal frontage along a street.
- Materials and colors shall be compatible with the community character, streetscape or block and adjacent structures.
- Light colors shall be used for major buildings. Colors are accentuated on large wall expanses so it is recommended that the next lighter value of the selected paint chip sample be used on such expanses.
- Spanish Colonial Revival and related Mediterranean styles shall have white, off-white, light or medium value, warm-toned, colored walls. Stained wood trim is preferred, however, trim may also be painted a darker value color than the main building color. Tile roof colors shall be natural terra-cotta tones ranging from pale peach to red.
- California Bungalow cottages and related vernacular styles shall be medium to dark stained wood or painted white, off-white, or light to medium value colors. Contrasting colors shall be used to accentuate door and window frames, porch railings and other distinctive features. Roof colors shall be subtle and compatible with the selected building colors.
- Victorian and related styles shall be painted colors appropriate to the architectural style. Contrasting colors shall be used to accentuate door and window frames, porch railings and other distinctive features. Roof colors shall be subtle and compatible with the selected building colors. Historic color schemes are provided on page III-43.
- Where multiple color combinations are used, they shall be subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features and heighten interest.
- The selected material and color palette shall be used on all exposed sides of a building.
- Contrasting materials, textures and colors shall be used with subtlety and only as accents.
- Materials shall be high quality and durable.

III. General Design Guidelines

- Exterior wall materials shall be stucco, wood shiplap siding, or other high-quality materials appropriate to the architectural style. Plywood, plastic, aluminum siding and similar materials are not permitted.
- Large expanses of materials with reflective surfaces and intense vibrant color compositions are not allowed.
- Corporate color striping, wall logos, murals or other paint and color combinations used to transform buildings or building elements into a sign or advertising are not permitted.
- City Design Permits are required for murals, pictorial mosaics and other wall art intended for public view.

5. Openings

- Building entries, windows and other openings shall be compatible in location, scale and pattern to other structures on the street or block.
- Individual residence and business entries shall be readily identifiable. Entries can be articulated with recesses, projections, porches and other distinctive elements.
- Long monotonous access balconies and corridors which provide access to five or more residential, hotel/motel, or office units are not allowed. Access points shall be clustered in groups of four or less. Separate entries for each unit are preferred.



Desirable



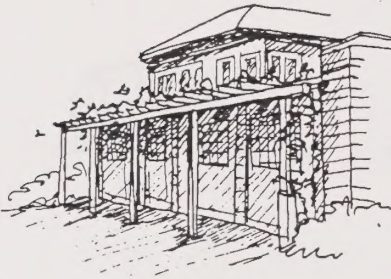
Undesirable

- Stairways must be integrated into and complement the overall architectural form and style. Simple, functional design is encouraged. Flimsy, open metal, prefabricated stairs are not allowed. Uncovered stairs shall be screened from view with wing walls or landscaping.
- Balconies, porches, patios and other attached open spaces shall be integrated into the overall architecture.
- Entries and windows shall contribute to the volume, mass, proportion and texture of the building. They shall be designed as an integral part of the overall building design and shall reflect the building's architectural style.





Street-Facing Garage: Scale is minimized and style is compatible with architecture.



Trellis frames street facing garage



First level carports are accessed from alley.

- Wood sash or casement windows shall be used to maintain historic integrity and neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.

Residential

- In residential developments, entry design shall promote security and privacy. Entries shall be clearly visible from nearby street frontages and privacy can be enhanced by the use of patios or courtyards at individual entries.
- Private open spaces shall be distinguished through the use of balustrades, trellises, screening walls and other architectural features.
- Private open spaces facing streets or common areas are encouraged to be designed with openings for “eyes on the street” views.
- Where garages must be located facing streets, they shall be minimized by placement at a lower elevation than the street or recessed within the building facade and framed by balconies, porches, trellises or other architectural elements.

Commercial Development

- The facades of commercial buildings shall provide appropriate proportions of transparent glass in the entry street facing wall to promote visibility between the street and building interiors.
- Street fronting windows shall be no more than 30 inches above the sidewalk level.
- Bay windows may project into the public right-of-way provided there is adequate area for pedestrian circulation. Bay windows shall maintain glazing on all projecting faces and may not exceed 15 feet in width. For ground floor windows, there shall be a clearance of at least 12 inches between the bottom of the projecting bay and the sidewalk.
- Building entry porticos may project into the public right-of-way provided there is adequate area for pedestrian circulation.
- Colorful landscaping shall be provided to frame doorways or accent windows. Landscaping may be sidewalk planters, containers or window boxes.



6. Spanish Colonial Revival

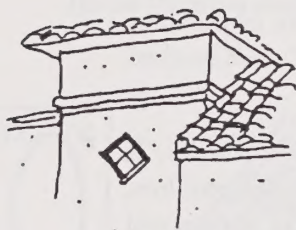
- “Spanish Resort” architectural styles shall be used to establish the design theme for the new development in the Beach Commercial and Beach Flats Plan Areas. While Spanish Colonial Revival is considered dominant, the architectural styles of the Beach Area includes a mix of characteristics of Mission Revival and Mediterranean architecture resulting in a general “Spanish Resort” style. Architecture shall adhere to the following design guidelines:
- Buildings shall be designed with stucco walls, courtyards, arches, towers, balconies, wood doors and windows, decorative iron and tile details or other features typical of the **Spanish Colonial Revival style**.
- Building forms shall suggest thick masonry reminiscent of Spanish Colonial Revival architecture and incorporate features such as recessed doors and windows.
- Building walls shall be stucco and colored white, off-white or very light to medium value, warm-toned hues.
- Multiple color combinations may be used provided they are subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features.
- Roofs shall be hipped terra cotta tile roofs or flat roofs completely surrounded by a parapet.
- Parapets shall incorporate curvilinear decorative shapes and molding.
- Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance. Wall surfaces have decorative texture or ornament concentrated around doors and windows.
- Tile roof colors shall be natural clay terra cotta tones.
- Stained wood is preferred, however, trim may also be painted a darker value color than the main building color.
- Wood sash or casement windows shall be used to maintain compatible architectural character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established architectural style.



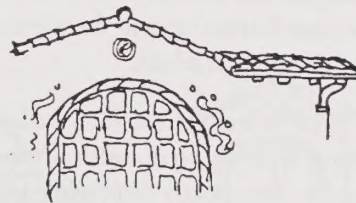
Spanish Colonial Architecture



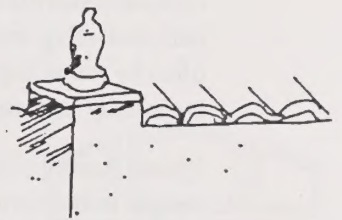
Mansard Tile Roof



Banding and Tile Detail



Plaster Detail



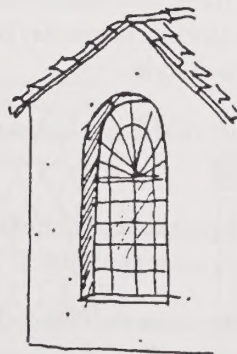
Parapet Detail



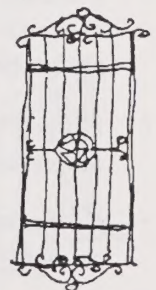
Balcony



Wood Panel Door



Arched, Multi-Paneled Window



Decorative Metal Window Grille

7. Victorian

- Victorian historic architectural styles shall be used to establish the Beach Hill design theme for new development and in Beach Hill and South of Laurel Conservation Districts. Building design shall be derived from one of the following styles and shall adhere to the traditional elements inherent in that style. "Victorian" includes the following as described in the Santa Cruz Historic Building Survey:

Eastlake (1880's) is probably the most common 19th century style in Santa Cruz, found in very simple cottages and large elaborate houses, often in combination with elements of the Stick Style. Principally a style of ornament derived from the English farmhouse designer, Charles Eastlake, and easily worked on machinery that was developed and made widely available in the 1880's. Irregular in plan and outline with gabled roofs, sometimes with flaring eaves and square bays. Frequently having profuse application of ornamental detail including spindles, curved brackets, incised carving, grooved moldings, sunbursts, and flash glass.

Stick-Eastlake (1880's) is rarely found in its pure form in Santa Cruz, but is frequently used in combination with Eastlake. In addition to the Eastlake ornament there is an overlay of plain or molded stick work that resembles half timbering and suggest the balloon frame construction of the time, often by extending window frames beyond the windows. Curved brackets are usually replaced by diagonal brackets.

Queen Anne (1885-1900) is less formal than earlier Victorian styles. It sought to be picturesque with an asymmetrical plan, complex roof line, corner towers, and gables. Frequently displaying a variety of textures and colors in bands of different siding materials including brick, clapboard, and shingles. Having bay windows of various shapes, porches, and balconies and a variety of predominantly classical ornamental details. In Santa Cruz the Queen Anne, Colonial Revival, Shingle, and Craftsman styles all blend together easily.

- Buildings shall be wood frame with traditional wood siding such as shiplap or shingle. Foundations and first floors may be brick or stone if appropriate to the selected architectural style.
- Hipped, gabled and other roof forms indicative of Victorian architecture are preferred.
- Roof materials shall be appropriate to the architectural style. Composition or wood shingle roofs are most appropriate for Victorian styles.
- Wood sash or casement windows shall be used to maintain historic integrity and neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.



Eastlake



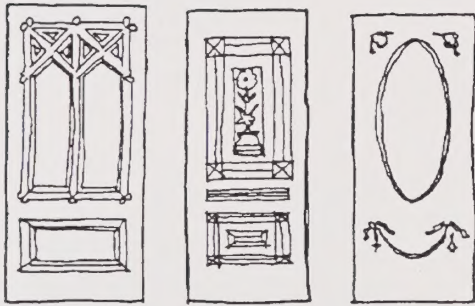
Queen Anne



This Vernacular structure incorporates Victorian elements including a bay window, porch and steeped pitched roofs.

- Recommended historic Victorian color schemes relate to three style transitions that occurred from the 1870's to the turn of the century:
 - Pre-1884 buildings were painted pale colors, usually tans or white with a deeper toned trim of the same color. Window sashes were black or white and wood roof shingles were stained green, red or black.
 - From 1884 to 1895 darker colors were used and there was a trend to use two exterior materials, such as shingles on the second story and wood siding on the first story. Each material and its trim was painted a different color, resulting in four colors. Second stories were usually lighter colors. Trim sashes were usually black, deep red and sometimes white. Wood shingle roofs were stained green, red or black.
 - About 1885 colors were affected by the classical influence. Main body colors were lighter colors such as grays, yellows and tans. The trim was often white and the window sashes were generally black. Wood shingle roofs were stained green, red or black.

Typical Victorian design elements are shown below.



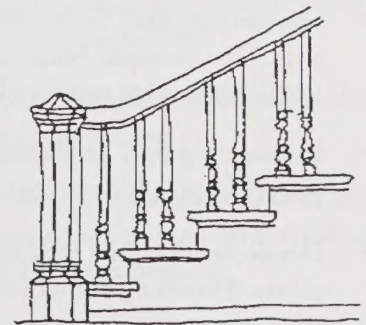
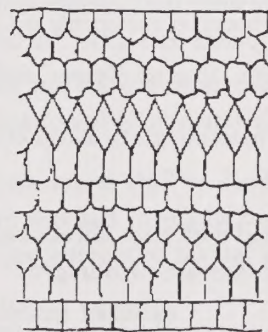
Doors



Gables



Windows



Decorative Wood Details

D. LANDSCAPING

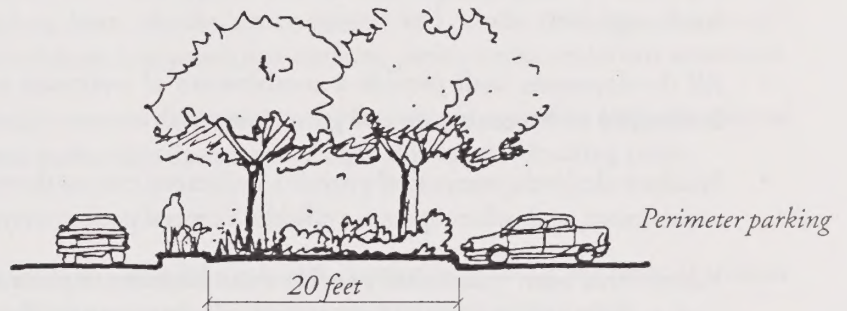
1. General Guidelines

- Landscaping shall be used as a unifying design element and a cost-effective, long-term aesthetic and environmental enhancement to the community.
- Interior courtyards and passages are encouraged and shall be planted with colorful, perennial and annual plant species. A combination of trees, shrubs and groundcovers shall be used to frame, soften and embellish the quality of the development, to screen undesirable views and to define development boundaries
- Landscaping shall be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose. Landscaping shall be used around the base of buildings, walls and fences to soften the edge between pavement and structures.
- All areas of a property not covered by structures or vehicular, pedestrian, recreational use areas shall be landscaped with plants. Lawn areas should be minimized.
- Lush, colorful, scented, eclectic and dramatic-form plants are encouraged to enhance the character of the neighborhood and to promote individual development identity.
- Permanent containers for flowering plants, such as window boxes and planters, are encouraged for use in limited space areas, at entries and in courtyards and plazas.
- Vines and climbing plants integrated with building design and used on walls and trellises are encouraged to enhance structures, soften blank walls, provide passive security barriers and deter graffiti.
- Plant materials shall be selected for compatibility with the neighborhood. For example, the popularity of exotic flowering plants and specimen trees in Victorian gardens are evident in the Beach Hill neighborhood. Native drought tolerant species should be encouraged.
- Landscaping shall be designed to enhance the development architectural style. For example, bougainvillea, palms and other Mediterranean and tropical plants are associated with the “Spanish Resort” style.
- Landscaping shall be planned and maintained to avoid creating “hiding places” for possible criminal activity.
- Development entries shall be accented with trees, shrubs and or flowering plants. Flowering or multi-trunked trees are encouraged.
- All planter areas shall be adequate in size to achieve the design purpose and to promote healthy plant growth.

- Plant materials shall be maintained in a healthy growing state and all diseased or dying plants shall be promptly replaced.

2. Parking Facilities and Screening

- Parking areas shall be planted with trees to reduce heat and glare and to provide visual relief from broad expanses of paving. Shade tree shall be planted around the perimeter and within the lot. The selected species, size and location of the trees should provide adequate shade coverage within five years of installation. Selected tree species shall be tolerant of reflected heat and glare and minimal areas of exposed soil surface.
- Landscape perimeter planting shall enclose parking areas on all sides exposed to public view. Recommended planter width is 20 feet on major thoroughfares. Planter widths may be narrowed to 15 feet if screening walls are also provided or if it can be determined that adequate screening is provided.
- Perimeter planting shall provide dense shrubbery or a combination of shrubs and solid masonry wall adequate to screen the expanse of parking, car headlights and reflective car surfaces. The screening walls and shrubs shall be three to four feet in height.



- Landscaping in and around entry drives shall be designed to maintain sight distances.
- Landscaping shall be protected from vehicles and pedestrians. Protection devices include raised planting surfaces, depressed walks, curbs, wheel stops and tree guards. Stepping stones or sidewalks shall be provided in places where pedestrians are likely to cross landscaped areas. Flexibility may be allowed for temporary recreation and entertainment uses.
- All utility and maintenance areas shall be screened with trees and shrubs or a combination of plant materials and walls or fencing.
- Parking structures shall be densely screened with plants on all sides of the structure exposed to public view except where ground level retail uses occur. Recommended planter width is 15 feet minimum.



3. Commercial Building Facades

- Permanent containers for flowering plants, such as window boxes and planters, are required for building facades.

- Trellis structures are encouraged, particularly on upper portions of buildings that are stepped back from the street. Trellises above 8 feet in height may project a minimal distance into the public right-of-way.
- Flower boxes may project into the public right-of-way up to 12 inches. Flower boxes may project from windows and balconies by 12 inches.
- Flower boxes shall be designed with high quality, durable materials that are compatible and integral with the building architecture.
- Flower boxes shall utilize watering conserving irrigation methods and drip trays or drains to minimize draining onto sidewalks.
- A mix of perennial and annual flowering plants are encouraged to provide continual color and emphasize seasonal changes.

4. Hotel and Motel Open Spaces

- Project perimeter open spaces, including street setbacks, spaces between buildings and parking area perimeters, shall provide a combination of plant materials such as shrubs, groundcovers and shade trees to soften expanses of walls and pavement and contribute to the community streetscape.
- All developments shall provide a combination of walkways and areas landscaped with trees, shrubs and groundcovers.
- Smaller scale developments shall provide a landscaped entry as the minimum requirement, and, where space is available, a central patio courtyard.
- Recreational open spaces shall provide a combination of plant materials such as lawn, shrubs, groundcovers and shade trees and “hardscape” materials such as paved play surfaces, patios, decks, and shade structures.
- Family-oriented developments are encouraged to provide active recreational areas such as play lawns, paved play courts and swimming pools.
- Private open space shall provide a relatively smooth, non-skid hard surface suitable for outdoor living amenities such as tables and chairs.
- Ground floor private open spaces shall be planted with shrubs, vines or other suitable plant materials to soften paving, walls and fences.



5. Multiple Family Open Spaces

Project Perimeter Open Space

- Project perimeter open spaces, including street setbacks, spaces between buildings and parking area perimeters, shall provide a combination of plant materials such as shrubs, groundcovers and shade trees to soften expanses of walls and pavement and contribute to the community streetscape.

Common Open Space

- All developments shall provide a combination of walkways and areas landscaped with trees, shrubs and groundcovers.
- Smaller scale developments shall provide a landscaped entry as the minimum requirement, and, where space is available, a central patio courtyard. Larger scale projects shall provide similar common open spaces and common open spaces may include recreational open spaces and tot lots.

Recreational Open Space

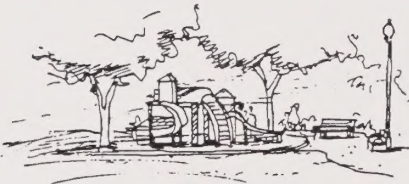
- Recreational open spaces shall provide a combination of plant materials such as lawn, shrubs, groundcovers and shade trees and “hardscape” materials such as paved play surfaces, patios, decks, and shade structures.
- Family-oriented developments are encouraged to provide active recreational areas such as play lawns, paved play courts and swimming pools.

Tot Lots

- Landscaping around tot lots shall provide shade in the form of trees or overhead structures, lawn play areas and patio seating areas.
- Landscaping around tot lots shall include safety and security features such as fencing and barrier planting that protects and buffers the area from traffic and noise. Landscaping shall preserve views to the play areas.

Private Open Space

- Private open space shall provide a relatively smooth, non-skid hard surface suitable for outdoor living amenities such as tables and chairs.
- Ground floor private open spaces shall be planted with shrubs, vines or other suitable plant materials to soften paving, walls and fences.
- Where appropriate, trees, trellises or other plants and structures shall be provided to shade private open spaces.

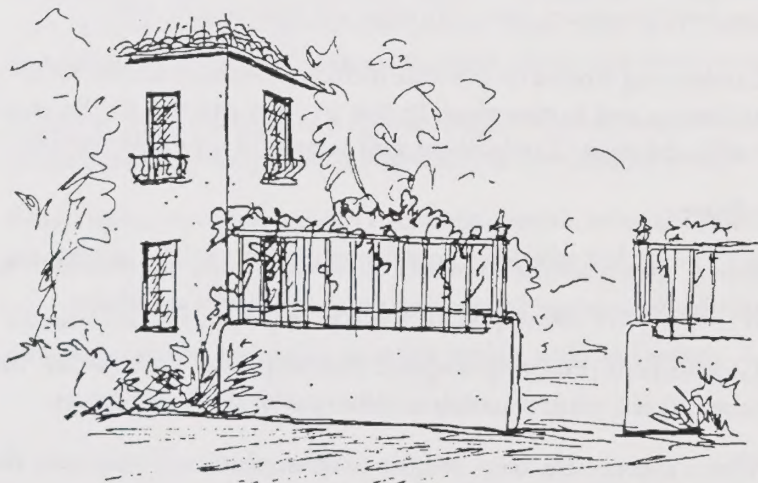


E. SCREENING, LIGHTING AND SECURITY

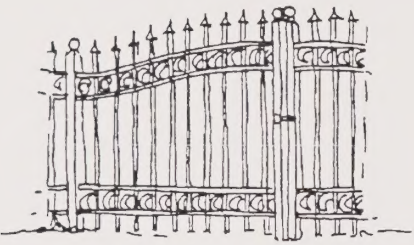
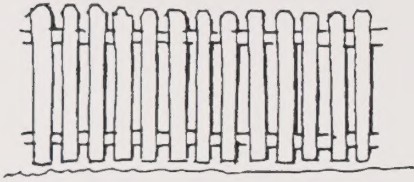
1. Screening

Walls and Fences

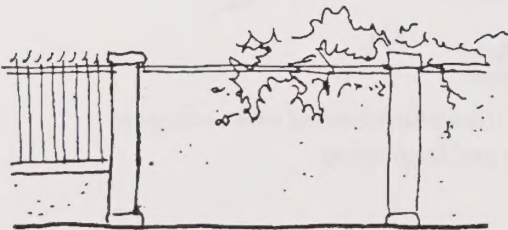
- The design, placement and orientation of buildings, yards, fencing, landscaping, floor plans, balconies and windows is expected to promote privacy with the structures to the extent feasible.
- Walls, fences and landscaping shall be used to define development entries and boundaries, provide security, privacy, noise attenuation and screen unsightly views of parking, storage and equipment areas.
- Low walls or fences located at the edge of sidewalks are encouraged to define residential front yards.
- Wall and fence materials, style and color shall complement the development architecture. Decorative iron fencing, wood picket, brick and stone are the most appropriate for California Bungalow and Victorian design themes. Decorative stucco and wrought iron are most appropriate for Spanish Colonial Revival design themes.
- Trees, shrubs and vines shall be used to soften the appearance of fences and walls. Plants can be used to deter graffiti and barrier plantings can be used for passive security.
- The use of dense, landscape hedges and vine-covered fencing is encouraged as an efficient way to provide more landscaping within the limited available land area of the community.



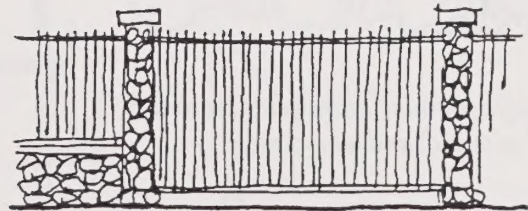
Stucco and decorative metal fencing create privacy while allowing views to the street for security.



- Rear yards may utilize wood or decorative metal fencing or masonry walls. Chain link fencing is acceptable provided it is not visible from the public right-of-way. The utilitarian appearance of chain link and stockade fencing should be softened with hedges or climbing vines.
- Where visible from the public right-of-way, the top edge of fencing shall be treated as a design element. Suggested edge treatments include:
 - shaped boards, horizontal board caps or trellises for wood fences
 - stucco finish and rounded or decorative caps for masonry walls
 - decorative finials or metal framing integral to the design of metal fences
- Stone or decorative masonry walls are preferred for areas exposed to noise, such as streets or incompatible adjacent uses.
- Long expanses of blank wall surfaces shall be avoided. Pilasters, offsets, combinations of solid and open decorative metal, vines and other landscape treatment will create visual interest and reduce graffiti vandalism.
- Wrought iron or combinations of wrought iron and masonry are encouraged for use where views are desired. View fencing is encouraged for “eyes on the street” passive security.
- Where walls are used at property frontages, in parking areas and to conceal storage and equipment areas, they shall be designed to blend with the site’s architecture. Both sides of walls shall be architecturally treated.
- Security fencing may be solid masonry walls or decorative metal fencing. Thorny, barrier plants may be used as a decorative and security measure. Barbed or razor wire is unacceptable.



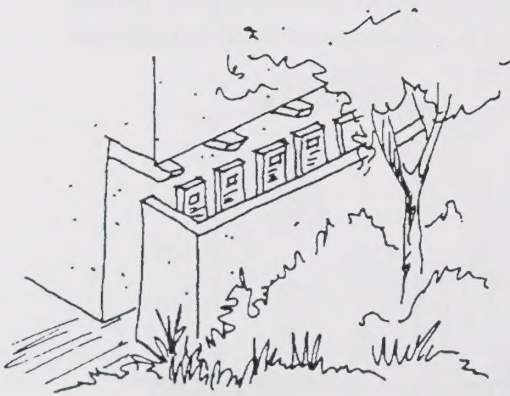
Stucco Wall



Stone Wall with Metal fencing

Loading and Storage Areas

- Outdoor equipment and storage areas shall be located away from public views where possible. Such utilitarian areas shall be screened with materials compatible with the development architecture.
- Loading and service areas shall be located and designed to minimize visibility, circulation conflicts and potential adverse noise impacts.
- Loading areas shall be screened with portions of the building, architectural wing walls, freestanding walls and landscaping. Ensure adequate noise attenuation for adjacent incompatible land uses.
- Trash and recycling storage must be fully enclosed and designed to be adequate in size. Roof, trellis or similar structures shall be provided if enclosures are visible from upper building levels. Enclosures shall be designed to complement the site architecture and to be unobtrusive.
- Trash and recycling storage shall be located away from public view and where noise and odors will not intrude on neighbors. Storage areas shall be easily accessed by loading vehicles.



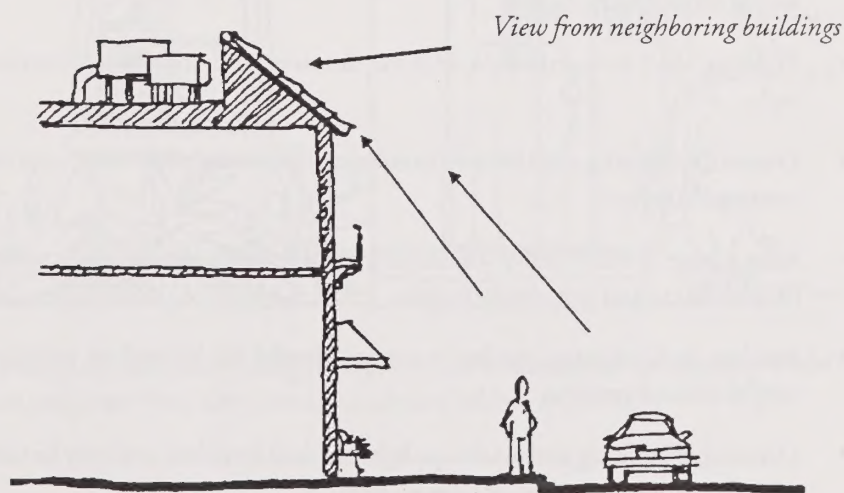
Multiple family residential utility meters are clustered and screened with wall and landscaping.



Trash enclosure is completely screened with walls, gates, overhead trellis and landscaping.

Mechanical and Utility Equipment

- All mechanical and utility equipment shall be placed in locations out of public view or where they can be screened.
- All screening devices shall be compatible with the architecture, material and color of the adjacent structures.
- Roof mounted equipment shall be incorporated into the design of the roof. Full parapets, sloping roofs and low parapets with supplemental screens may be used provided that the screen walls are fully integrated with the building architecture. Fence type screening is unacceptable.
- Mechanical equipment is expected to be below the roof line. Equipment visible from the upper floors of adjacent buildings or other elevated locations shall be grouped, colored to match the roof surface, and screened to the extent possible.
- Satellite dishes shall be located to avoid visual intrusion on adjacent uses and the neighborhood.
- Solar panels shall be integrated into the roof design and located to be as visually unobtrusive as possible. Panels on sloped roofs shall be parallel and resting on the roof slope. Panel frames shall match the roof color.
- The design and location of gutters and down spouts shall be compatible with the building architecture.
- Roof vents, flashing and sheet metal shall be located and colored to be as visually unobtrusive as possible.
- Gas and electric meters, backflow prevention devices and similar utilitarian elements shall be screened from view.



Rooftop equipment shall be screened from public view and from neighboring buildings.

Noise Attenuation

- Loading, mechanical equipment and similar noise-generating uses shall be located away from adjacent residential or other sensitive use areas.
- Structures and noise attenuation walls shall be located to enclose or buffer noise generation areas.
- Living spaces, and specifically, bedrooms within buildings shall be located to buffer exterior noise sources.
- Buildings shall utilize state-of-the-art noise attenuating materials such as insulation and double paned windows where exterior noise is excessive and unavoidable.
- Masonry walls are recommended for yard enclosures where noise attenuation is required.

2. Lighting and Security

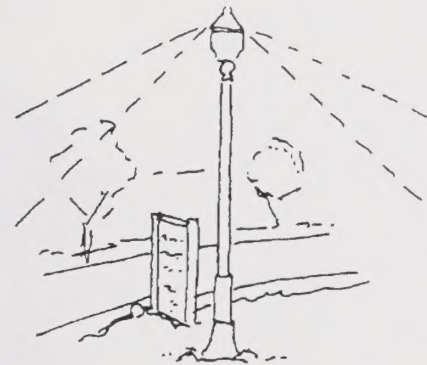
- Adequate lighting shall be used to provide illumination for the security and safety of on-site areas including entries, parking, loading, shipping and receiving, pedestrian areas and work areas.
- Building illumination and architectural lighting shall be indirect and concealed from view. Decorative building and landscape lighting shall be subtle.
- All exterior lighting shall be selective and shielded to confine light within the site and prevent glare onto adjacent properties or streets.
- Light shall be directed to use areas to avoid waste, over lighting and glare.
- Lights shall be located away from signs, trees and other elements that would block illumination.
- Lighting shall be compatible with the development and its architectural style.
- Decorative lighting shall be used to enhance festive night life in appropriate commercial areas..
- Alley, garage or other utility area security lighting should be motion activated or on timers and not overly bright.
- Porches and primary residence entries should be lighted to promote neighborhood security.
- Decorative building and landscape lighting shall be subtle and may be used with discretion to accentuate design features.



Safety



Security

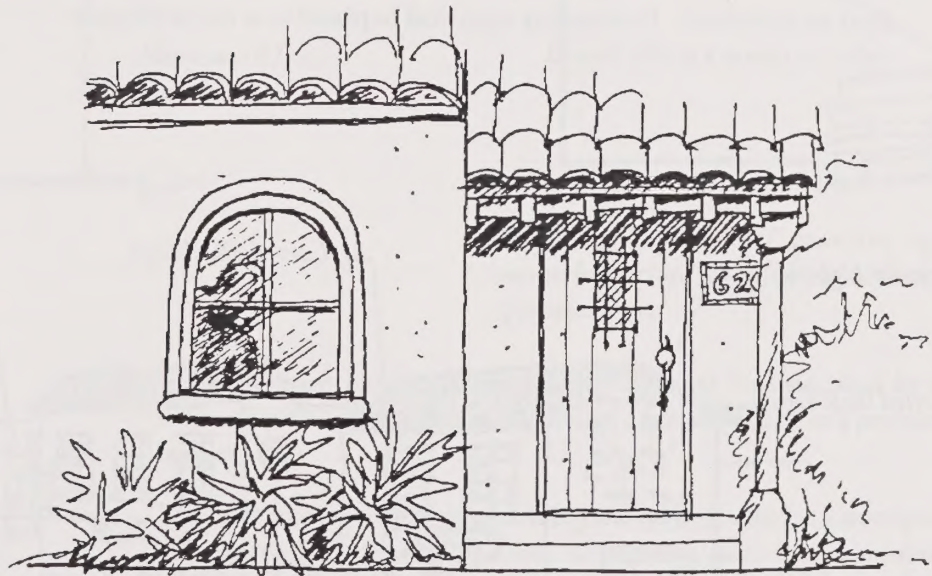


Orientation



Aesthetics

- Ground level and other landscape lighting can be used to illuminate walkways and steps promoting safety and security.
- Addresses shall be clearly visible and readily identifiable in order to facilitate emergency response.
- Security is enhanced when neighborhood residents are present and able to recognize one another. Developments are encouraged to provide areas such as front porches in proximity to the street, neighborhood mail stations and tot lots to encourage residents to interact with one another.
- Security is enhanced through visibility. Clear views shall be maintained along pedestrian paths between structures and parking areas. Site design shall minimize blind corners and creation of potential hiding places.
- Use of metal window and door security grilles should be minimized. If grilles are used, they must be decorative and in a style and scale that is compatible with the building architecture. Grilles must have interior fire safety release features. Night security grilles shall be designed to be completely retractable during daylight hours.
- Passive security, such as dense growing or thorny plant barriers and noisy, crunchy gravel used under windows as a passive alarm should be used to deter entry into private spaces.



Passive security includes street facing front porch and windows, barrier planting under window, decorative grille over front door window and clear address numbers.

F. Signage

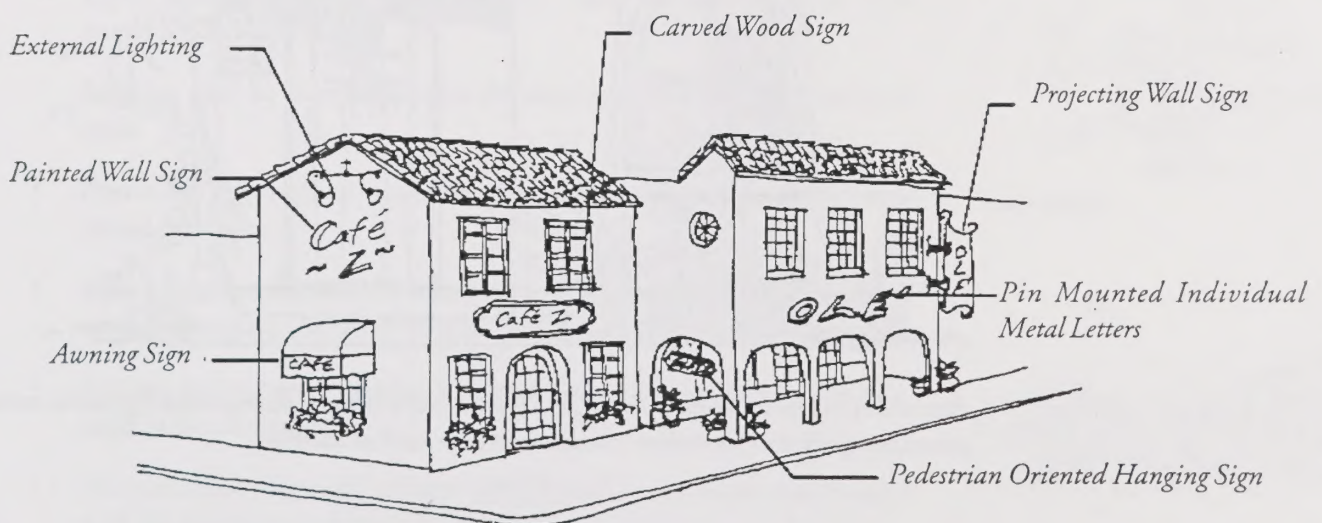
- Project signs shall be compatible with the surrounding community, street, block and adjacent structures. Signage plans shall strive to create harmony and avoid ostentation, competition and obstruction with other businesses.
- Every structure or commercial complex shall incorporate sign design into the overall project design plan. Sign design, materials and illumination shall complement the building scale, proportions, architectural style, materials and colors.
- Where more than one sign is allowed, all signs shall be designed using the same construction methods and materials, colors, lettering and logo styles.
- The location and size of signs shall clearly relate to the architecture of the particular structure. Signs shall not cover windows, roof shapes or dominate trim. Roof and wall signs that extend above the roof line are prohibited.
- Wall and fascia signs shall be located to indicate building entries without dominating the facade.
- Sign colors and materials shall be selected to contribute to legibility and design quality. High contrast colors promote legibility and the use of too many colors distracts from legibility.
- Low profile monument signs are preferred. Freestanding pole and pylon signs are prohibited. Freestanding signs shall be placed so as not to obstruct vision or create a traffic hazard.



Undesirable



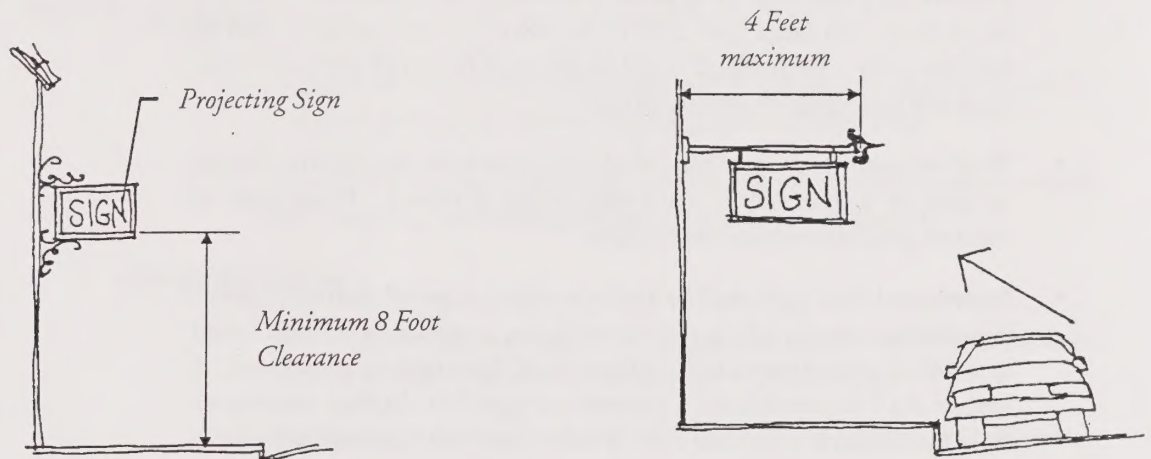
Desirable



Signs integrated with Architecture



- A single freestanding sign may incorporate the addresses and business names for multiple tenants of a building or complex. All tenant signs shall be of a uniform size, color and style when combined in a single sign format.
- Signs should be located directly above the business entrance or to the sides of the entrance at eye level, so that they are visible below the foliage of street trees for the amenity and convenience of the pedestrian.
- The size of signs shall be appropriate to viewing distance. For example, pedestrian oriented signs shall be smaller than vehicle-oriented signs.
- Projecting signs are allowed on storefronts up to a height of 14 feet, with maximum projection of 4 feet from the face of the building. Clearance of at least 8 feet must be maintained to the sidewalk. The overall size of the sign shall not exceed 10 square feet.



Projecting signs shall consider safety, encroachment into the public right-of-way and appropriate size.

- The maximum number of permanent signs per business shall be two different types of signs, such as a wall sign, a projecting sign or a permanent banner.
- The total area of all signs on a building should be limited to a size equal to one square foot per frontage foot of building face, with a minimum allowance of 25 square feet regardless of front footage. When the ground floor of a building is occupied by more than one tenant, each shall be entitled to a pro-rata share footage based on the frontage used by that tenant with each tenant being entitled to a minimum of 25 square feet regardless of each tenant's front footage.

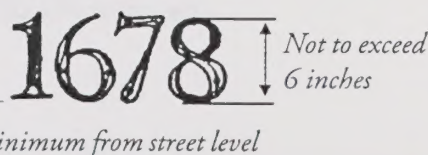
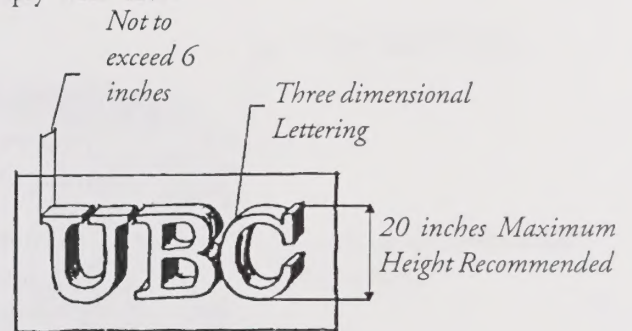
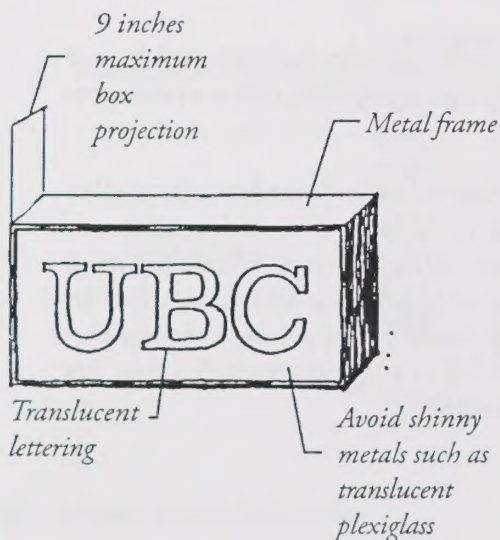
III. General Design Guidelines

- Additional or larger signs may be allowed for large scale projects provided that the function and design is justified through a comprehensive sign plan for the project. Justification for additional signs shall be based on functional needs, such as multiple entrances or uses within a development. Larger signs shall be justified by specific site conditions or appropriate proportional scale to the overall building.
- Internally illuminated plastic signs are discouraged. Internally illuminated signs shall be limited to four square feet (per side for projecting signs). Individually illuminated sign letters within an allowable wall sign area may be used, provided the entire sign and background are not internally illuminated.
- Additional signs are allowed for businesses that provide pedestrian access to sales and service areas through the rear of buildings. For such businesses, rear access signage shall be equal to allowable signage for front facades.
- Window graphics shall be applied so that they do not obscure visibility into a shop. No more than 25% of an area of any one window shall be used for a sign. Such signage shall be designed to complement the other signs and the design of the storefront.
- Window graphics are recommended to be painted or applied vinyl letters on glass or a clear acrylic panel behind the windows. These types of window graphics are permanent signs.
- Banners and cloth signs shall be used primarily for special, festive locations. If such signs are used on a permanent basis, a condition of their initial approval is agreement to replace them with they begin to show wear. A banner shall be considered a permanent sign if it displays content or identification of any kind which relates to the business or service establishment of the building to which the banner is attached.
- Standardized corporate signs are permitted if they comply with these guidelines.



Sign scale, style and placement are appropriate to the architecture.

Sign area is the maximum allowed per frontage.



G. CONSERVATION DISTRICTS

The City of Santa Cruz Historic Building Survey identifies historic structures within the Beach and SOLA Plan areas and the Historic Preservation Ordinance regulates alterations to such structures. Because historic architectural styles help establish neighborhood design themes in the plan areas, Conservation Districts have been established to enhance the setting of historic structures and to preserve neighborhood character. The City is pursuing establishing Mills Act Funding allowances for the potential historic district in Beach Hill.

1. Vernacular Structure Remodeling

The following guidelines address new development and remodeling of "Vernacular" style structures. "Vernacular" in this document refers to buildings that exhibit historic or traditional architectural styles but are not listed in the City Historic Building Survey. Additionally, these guidelines shall be used for development that occurs in proximity to historic structures.

Goal: Retain neighborhood character.

Objectives:

- Strengthen the residential quality and character of neighborhoods by improving the appearance of architecture and landscaping.
- Protect and enhance the unique historic and architectural qualities which are present by establishing Historic Conservation Districts.

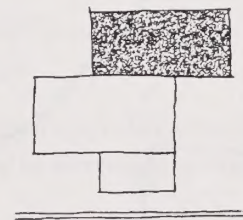
Design Guidelines:

- Additions or alterations shall not change the street view of the building's distinguishing architectural features or overall character.
- Building additions shall be located to the rear of existing structures whenever possible and/or desirable.



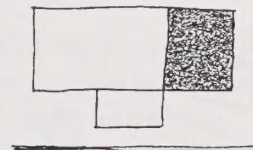
DESIRABLE

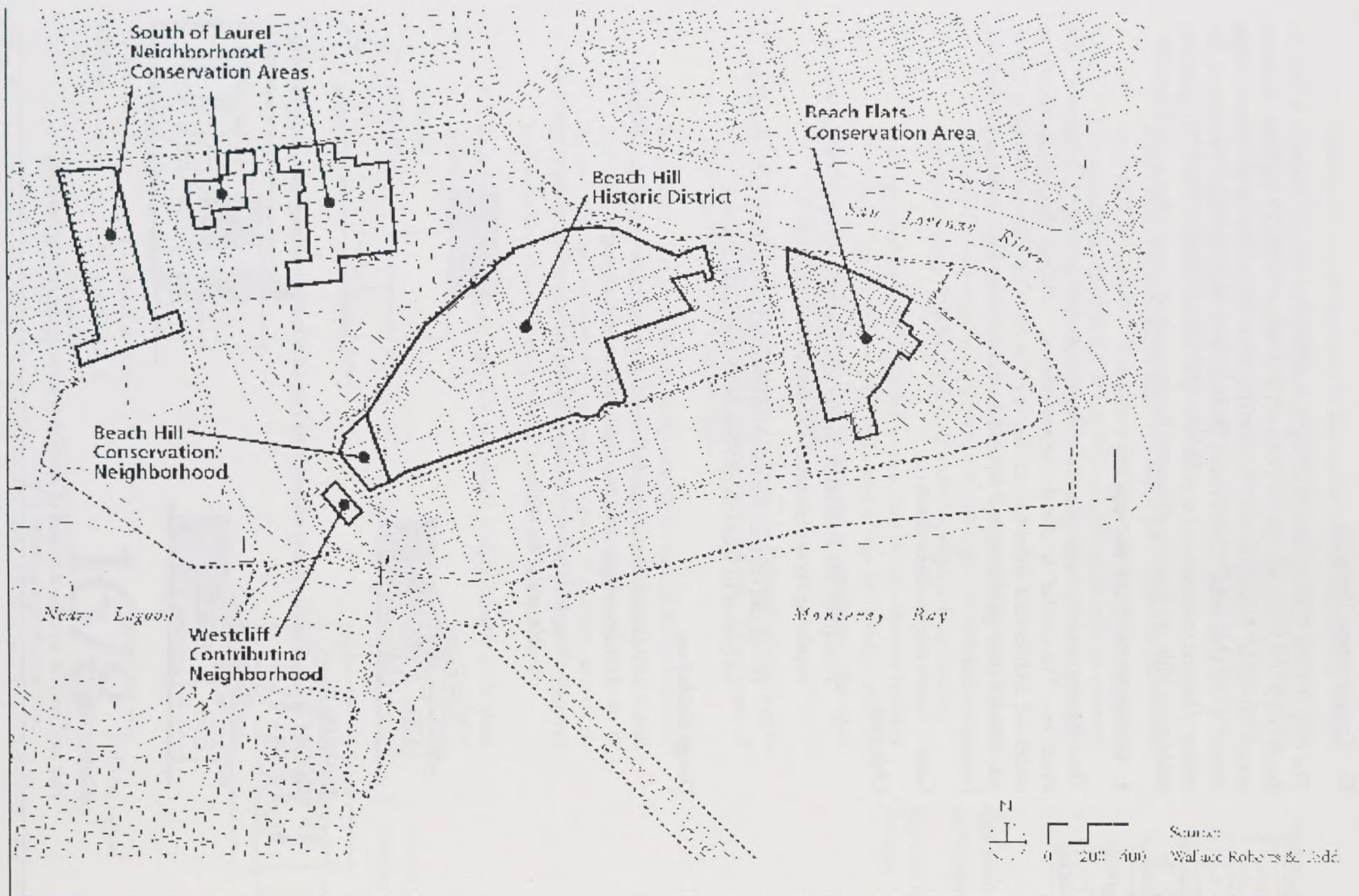
Roofline, windows and architectural details are integrated into the design of the existing building.



UNDESIRABLE

Flat roof, vertical window and lack of detail contrast with the existing building.





The Phipps Group

City of Santa Cruz Beach / South of Laurel Area Plan

Figure 3

Conservation Areas



UNDESIRABLE

Stucco siding, enclosed porch, tile roof, horizontal aluminum windows, solid, plain front door and location of stair are inappropriate.



DESIRABLE

Second story addition replicates building and roof form, wood siding and casement windows. Stairs are located to the rear of the house and the original porch and front door are retained.

- Where additions are located to the side of an existing building, the addition shall be set back behind the line of the front facade. If the addition is larger than the original structure it may be appropriate to provide visual separation such as a breezeway or hall between the existing and new buildings.
- Additions to existing buildings shall employ the same scale, proportions, openings (porches, entries, windows, etc.) and materials as the original. It is not necessary to make the addition look identical, especially if original workmanship or details cannot be matched.
- Original architectural elements such as porches, steps, railings, and decorative detail shall not be removed. Necessary replacements shall be similar in design and materials to the original
- Maintain the proportions of existing door and window openings and the pattern of existing window sash in replacements or additions.
- Original siding material shall not be replaced, covered over or clad with another material such as stucco, wood or composition shingles, aluminum siding and the like.
- Where inappropriate or later materials have been removed, they shall be replaced with the original material.
- Replacement roofing shall maintain the original form and utilize original or similar materials.
- Integrally colored materials such as brick, stone and stained wood shall not be painted over. Removal of inappropriate paint shall follow approved preservation methods to avoid damage to original materials.
- Replacement or repaired chimneys shall utilize original materials such as stone or brick.
- Utilize original materials wherever possible and select new materials that replicate the original as close as possible.
- Wood window sash is preferred, however, vinyl clad wood, baked enamel aluminum frame or other windows may be acceptable provided the original design is duplicated.
- Paint colors and color schemes shall be appropriate to the style and design of the building.
- Elements of Victorian and Spanish Colonial Revival architectural styles are evident in the Vernacular structures and shall be retained or referenced in remodeling. Exemplary styles include the following:

Eastlake (1880's) is probably the most common 19th century style in Santa Cruz, found in very simple cottages and large elaborate houses, often in combination with elements of the Stick Style. Principally a style of ornament derived from the English farmhouse designer, Charles Eastlake, and easily worked on machinery that was developed and made widely available in the 1880's. Irregular in plan and outline with gabled roofs, sometimes with flaring eaves and square bays. Frequently having profuse application of ornamental detail including spindles, curved brackets, incised carving, grooved moldings, sunbursts, and flash glass.



Eastlake

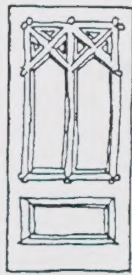
Queen Anne (1885-1900) is less formal than earlier Victorian styles. It sought to be picturesque with an asymmetrical plan, complex roof line, corner towers, and gables. Frequently displaying a variety of textures and colors in bands of different siding materials including brick, clapboard, sand shingles. Having bay windows of various shapes, porches, and balconies and a variety of predominantly classical ornamental details. In Santa Cruz the Queen Anne, Colonial Revival, Shingle, and Craftsman styles all blend together easily.



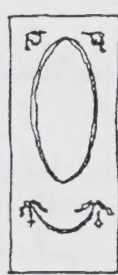
Queen Anne



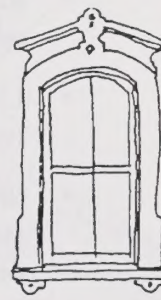
This Vernacular structure incorporates Victorian elements including a bay window, porch and steep pitched roofs. Typical Victorian design elements are:



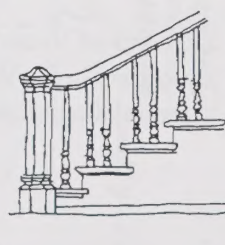
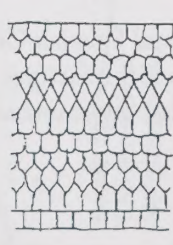
Doors



Gables

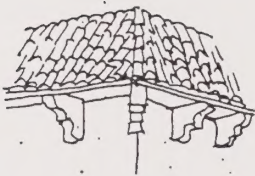
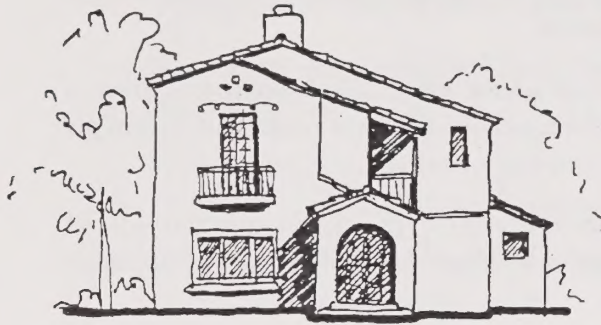


Windows

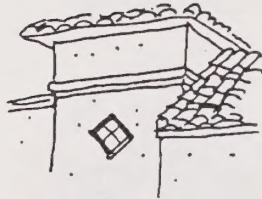


Decorative Wood Details

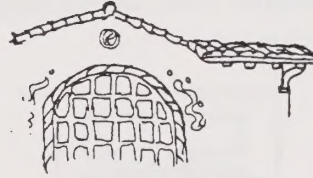
Spanish Colonial Revival (1920's) is characterized by red tile roofs, white or light colored stucco exteriors with occasional tile insets and facade decoration, arched openings and arcades, decorative iron or carved wooden grillwork, and projecting balconies. Plain facades facing the street are sometimes modified by intricate ornamental plaster decoration around doors or windows. Features of plans are the patio or courtyard, balconies, galleries, or loggias and asymmetrically arranged rooms.



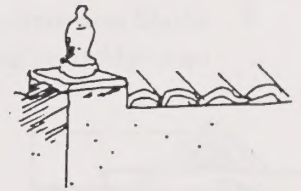
Mansard Tile Roof



*Banding and Tile
Detail*



Plaster Detail



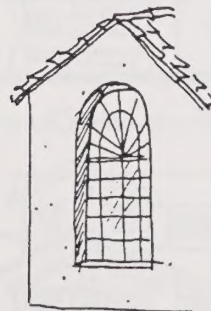
Parapet Detail



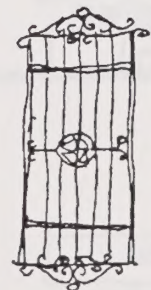
Balcony



Wood Panel Door



*Arched Multi-Panel
Window*



*Decorative Metal
Window Grille*

2. New Development

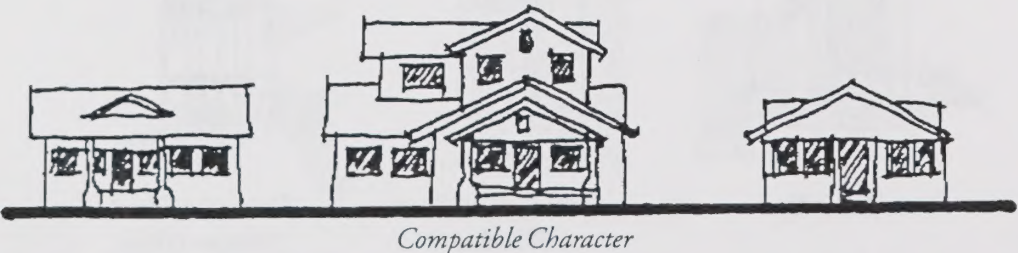
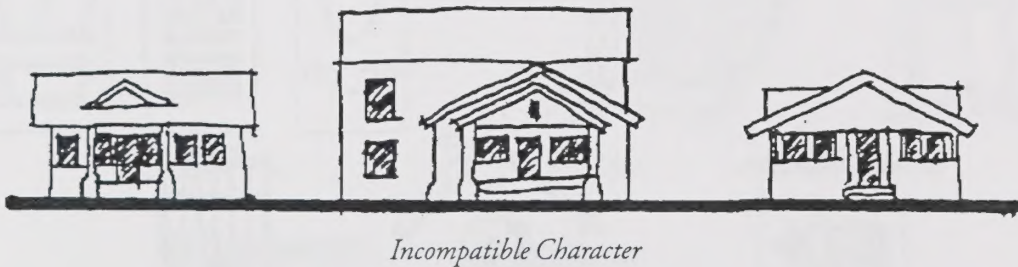
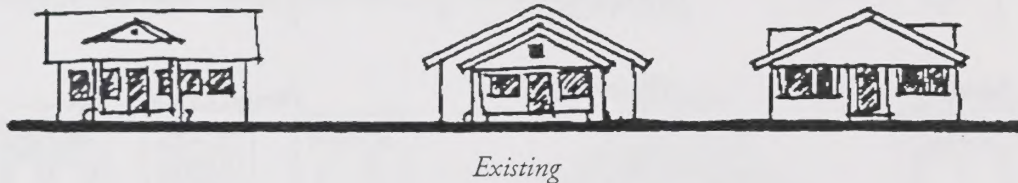
Goal: To ensure compatibility of new structures with historic structures.

Objectives:

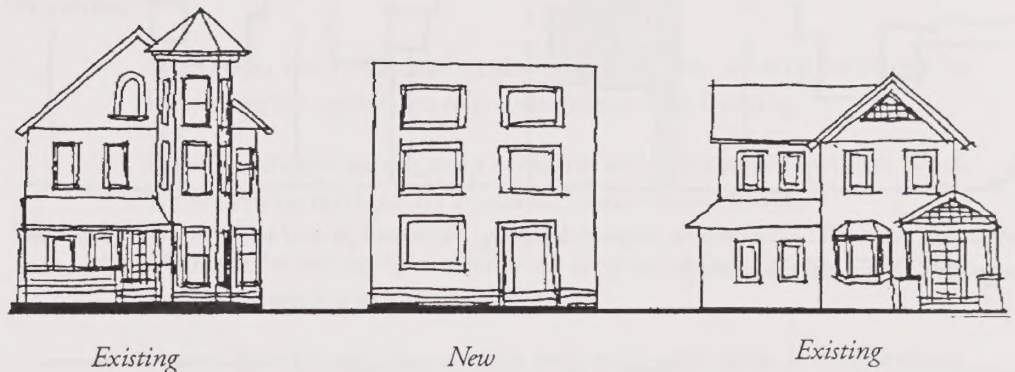
- Maintain existing patterns of building setbacks, spacing and siting.
- Encourage building forms which are similar in scale, form and massing to neighboring historic structures.
- Discourage designs which call undue attention to themselves in favor of those which reflect the architectural qualities that tie the buildings of the community together.
- Encourage the uses of materials commonly used for construction and finishing of historic buildings in the district and colors which complement those materials and styles.

Design Guidelines:

- New buildings shall have similar front, rear and side yard setbacks as adjacent structures. Demonstration of neighborhood compatibility may allow for a variation from city zoning and development standards.
- Model new construction mass, form, balance, proportions, and openings on neighboring historic structures.

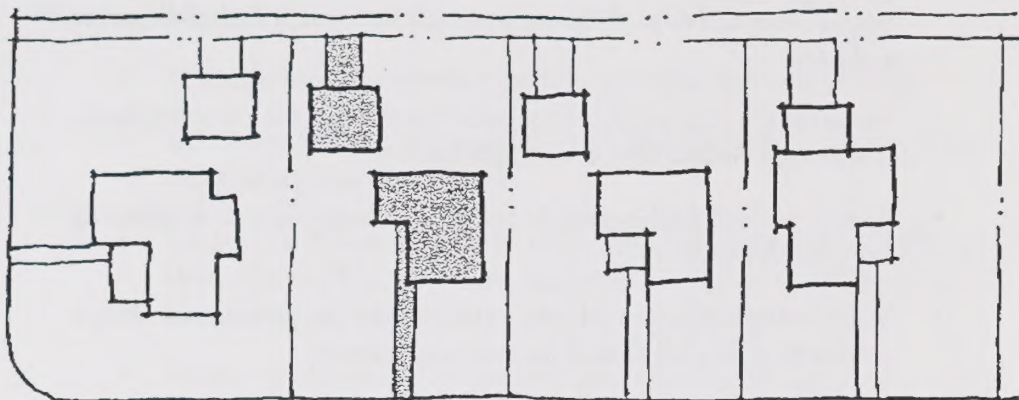


- Use Smaller building modules to reduce the scale of larger buildings to blend with adjacent smaller scale buildings.
- Use projecting bays, porches, individual balconies, upper floor stepbacks, bay windows and other elements to provide variation in the building mass and form.
- Minimize the height and bulk of buildings through the use of stepbacks, dormers, gables and the like on upper floors.
- Roof forms and pitches shall be similar and compatible to neighboring historic structures.
- Where a single architectural style is predominant in a given area or along a street, that style shall be used for new construction.
- Avoid the use of historic architectural styles or stylistic elements which are not represented in the community.

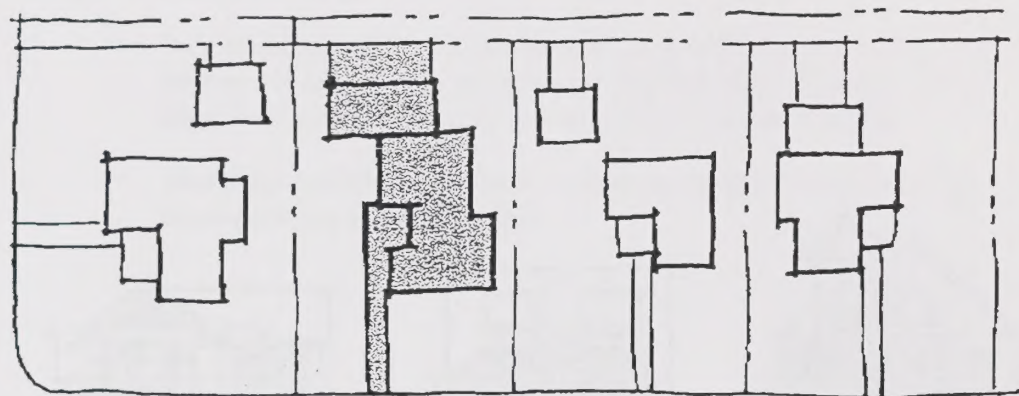


The new building's box form, flat roof, plain facade and large horizontal windows are incompatible with the existing architectural styles.

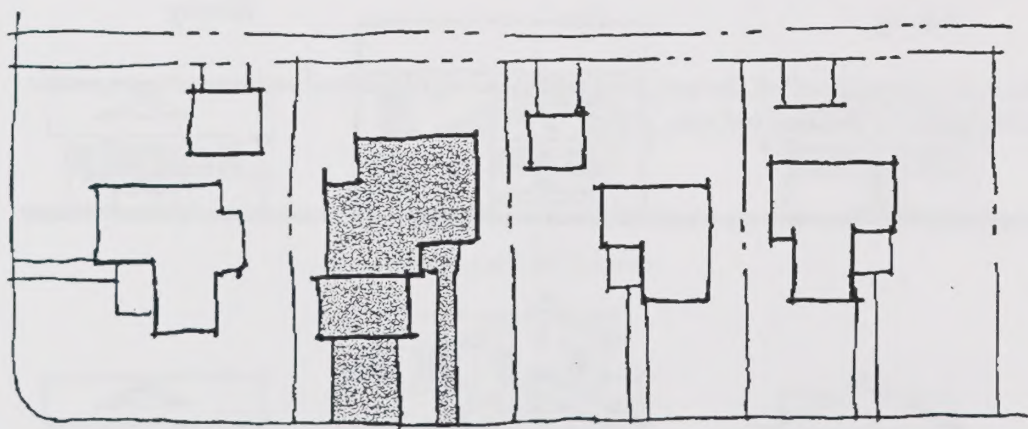
- Encourage alley-accessed, detached garages for residences.



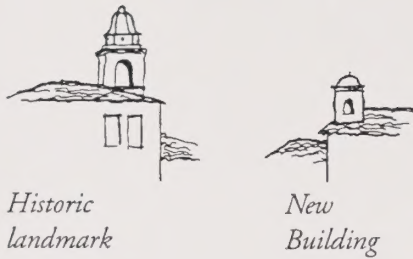
Desirable new infill development respects existing building relationships and setbacks and locates alley accessed, detached garage at the rear of the property.



Acceptable new infill development respects building relationships and setbacks and locates the garage behind the main building.



Undesirable new infill development does not respect existing building relationships and setbacks and the garage dominates the building front.



The simple design and lower height of the new cupola references, but does not diminish the unique historic landmark.

- Avoid incompatible building scale and architecture that distracts from or diminishes the unique features of landmark buildings.
- Unique features of landmark buildings should not be replicated, but may be used as models for new design. New buildings may “reference” landmark buildings with subtle, appropriate replication of landmark building features such as roof forms, balconies, openings, materials and colors.
- Materials shall be selected that are similar to historic structures. Materials such as plywood, aluminum, panel siding products and composition shingles on exterior walls are inappropriate.
- Traditional window styles such as double-hung sash and casement are preferred.
- Set in or “nail-on” aluminum windows with thin frames set close to the exterior wall surface and reflective metallic window finishes such as silver, polished bronze, or aluminum are not appropriate.
- Colors which are neon bright, shiny, metallic iridescent or otherwise attention grabbing are inappropriate for paint or other finish.

3. Site Improvements

Goal: Retain neighborhood character

Objectives:

- Strengthen the residential quality and character of neighborhoods by improving the appearance of architecture and landscaping.
- Protect and enhance the unique historic and architectural qualities which are present by establishing Historic Conservation Districts
- Maintain the heritage tree preservation program and use the existing heritage trees as a basis for streetscape design.
- Protect historic resources such as rock walls and stairs and use existing resources as a basis for streetscape design.

Design Guidelines:

- Preserve historic landscape elements including walls, fences, light fixtures, trees and landscaping.
- Encourage the use of traditional paving materials such as brick and stone where compatible with the architectural style.
- Modern landscape materials such as artificial turf or outdoor carpeting are not appropriate.



Spanish Colonial Revival site features include stucco walls, arch forms, wood trellises, decorative wood and metal gates and fencing, decorative metal light fixtures, terra cotta tile, brick or stone paving, colorful glazed accent tiles and Mediterranean plants such as palms and bougainvillea.



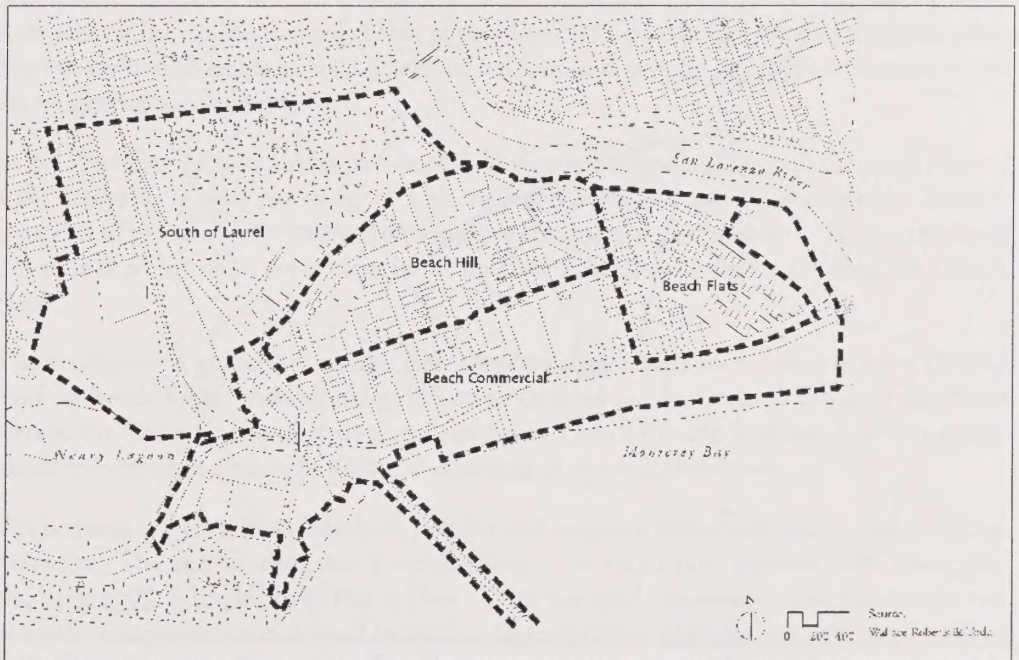
Victorian site features include decorative metal light fixtures and fencing with ornamental detail, brick and stone paving and walls, flowering plants and large scale trees that complement architectural forms.

IV. PLAN AREA DESIGN GUIDELINES

The Beach and SOLA Plan Areas are divided into four Sub-Area Plans: Beach Flats, Beach Hill, Beach Commercial and South of Laurel. Each Sub-Area has distinct land use and community characteristics that can best be addressed by specific guidelines.

The following sections provide descriptions of the natural and the built environment that the Plan proposes to retain, enhance or replace. Each section also includes the Beach and SOLA Plan Goals and Objectives that address design issues. Specific Design Guidelines are provided to direct development to create distinctive Sub-Area communities. The Guidelines reflect the desire to retain and build on the best of existing qualities. Each section also reiterates General Design Guidelines that are most relevant to specific design issues within Sub-Areas.

For those transitional areas between Beach Commercial and Beach Hill, additional design guidelines are being prepared that allow a flexible vernacular style of architecture.



The Pieppa Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 4

Beach and South of Laurel Planning Subareas

A. BEACH FLATS

1. Community Character

Beach Flats is a distinct land area within the Beach Community. The fairly low, flat topography of the area is bordered by the San Lorenzo River levee on the north and east, the large structures of the amusement park to the south, and Riverside Avenue, the major

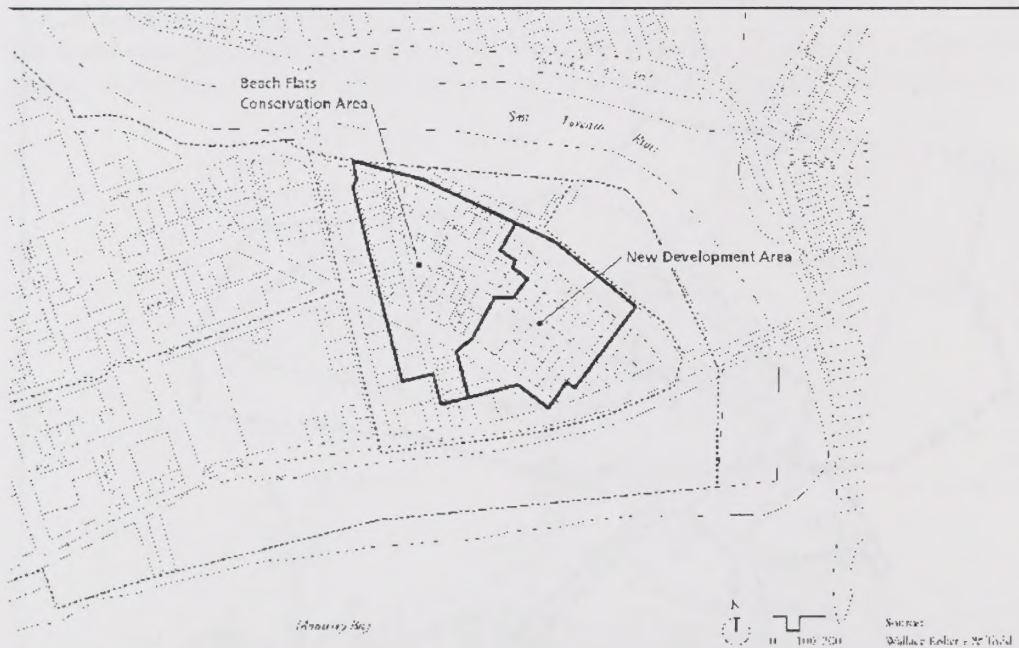


Beach Flats

entry street to the beach, on the west. Diagonal street patterns, open spaces and small scale buildings offer views through the area that contribute to understanding its size and physical boundaries.

The character of the area is established primarily by the development pattern that began when summer tourist tent cities were subdivided for small summer beach cottages and modest hotels and motels in the early part of this century. In the early days, streets were narrow and garages, parking spaces and driveways were not needed. The area gradually changed to year-round residential and the hotels and motels were converted to multiple family residences. As a result, random additions to buildings and automobile accommodations have created an eclectic design mix.

Although the community is densely developed, it has a “human scale” due to the small building scale and small lot size. A large percentage of buildings are single story and only a few buildings exceed two stories. Building coverage leaves very little space between neighboring buildings and building setbacks to the street are shallow. Most buildings have street-facing entries and traditional features such as front porches. This proximity of buildings to the street provides an opportunity for interaction between residents, which promotes neighborliness and security.



The Philippe Group

City of Santa Cruz - Beach & South of Laurel Area Plan

Figure 5

Beach Flats New Development and Conservation Areas

Conservation Area

The lower density residential area occurs primarily north of Kaye Street and is designated by the Beach Area Plan as a “Conservation Area.” This designation is intended to maintain the existing character, building scale, and architectural styles, primarily through rehabilitation of existing structures or replacement with similar development.



Eastlake Style Residence

Multiple family residences in the area also contribute to its neighborhood character. Many of the buildings were originally hotels and motels, which were made up of smaller units, similar in scale to the cottages. Modest building scale and composition, combined with similarities in architectural styles and features such as courtyards, make many of these developments compatible with the lower scale residences. Other multiple family developments occupy larger lots and some are three stories high. Generally, the location of these larger scale developments on the periphery of the Conservation Area helps to define the neighborhood and transition between the Conservation Area and surrounding commercial development.

New Development Area

The area south of Kaye Street is designated as a "New Development Area." New multiple family developments are expected to occur in vacant sites and as replacement housing. New multiple family residential buildings may be three stories in height, however, the site and building design must reflect the small scale character of Beach Flats. New developments are expected to utilize design methods that minimize building scale and enhance the image of the existing neighborhood.

Architectural styles in Beach Flats are eclectic, however, characteristics of two architectural styles are dominant: "Vernacular" (most closely related to California Bungalow and Victorian) and Spanish Colonial Revival. Vernacular characteristics are dominant in the Conservation Area and set the design theme for that area. However, Spanish Colonial Revival and other historic styles also occur in the Conservation Area and may be appropriate depending on the neighborhood context.

In the New Development Area, residential development shall use Spanish Colonial Revival architecture as a basis for design. This style has been selected to enhance the historic character of the area and create a more cohesive community design theme. Fine examples of this style of architecture are evident in the nearby La Bahia Apartments and the Casa Blanca Hotel.

The architectural guidelines section describes how characteristics of historic styles shall be used in Beach Flats. Additional guidelines provided in the General Design Guidelines section for Conservation Districts and the Santa Cruz Historic Building Survey provide useful information on design within the context of the neighborhood.

Open spaces in Beach Flats have both positive and negative influences on the neighborhood character. The surrounding San Lorenzo River is an important regional open space that also defines the boundaries of Beach Flats. With the implementation of the landscape and pedestrian improvements defined by the San Lorenzo River Design Concept Plan, it will be a significant community amenity. Smaller open spaces interspersed through the area provide visual and physical relief from the urban environment and provide recreational opportunities. Parking lots and vacant properties contribute to the overall sense of openness and provide opportunities for views in and around Beach Flats, but their bleak appearance has an overriding negative influence. Parking areas also diminish the perception of the residential neighborhood boundaries by bringing in more traffic and visitors. Street trees and landscaping for beautification and shade are sorely lacking in the area.

Implementation of the San Lorenzo River Design Concept Plan and landscape development standards and design guidelines applied to rehabilitation and new developments will enhance



New Development Area



San Lorenzo River Open Space

streetscapes, parking lots and residential open spaces. The Plan also provides for existing city park land to be maintained at the corner of Raymond Street and Liebrandt Avenue and additional park space to be developed along the river and in the interior of the neighborhood.

2. Goal and Objectives

Goal:

- Revitalize Beach Flats and acknowledge the primacy of two issues as fundamental to neighborhood health: (1) safe and secure streets and (2) vested, resident inhabitants.

Objectives:

- Achieve a successful dynamic between diverse, quality residential neighborhoods serving all income groups at urban densities and pedestrian scale.
- Encourage the provision of family-oriented development by requiring at least 50% of all new units to be two or more bedrooms.
- Increase percentage of owner-occupied properties which will result in improved property maintenance, increased public and personal safety, increased property values and a healthier neighborhood and living environment.
- Accommodate flexibility in design to allow development of small lots that are predominant in the Beach Flats area, including the elimination of the lot size requirement of P.D. developments.
- Create a viable, more diverse residential neighborhood with appropriate levels of connected amenities and clear boundaries that are separate from intensive commercial activities.
- Identify the area north of Kaye Street toward Riverside Avenue as a "Conservation Area" in which rehabilitation, interior and exterior maintenance, and increased home ownership will be encouraged.
- Maintain the existing RTD zone base density of 27 units/acre in the Conservation Area.
- Identify the area south of Kaye Street as a "New Development Area" in which new construction and higher density of 36 units/acre is encouraged.
- Strengthen the boundaries of the neighborhood through new multiple family development along the perimeter of Third Street which will provide significant new housing opportunity sites around the perimeter of the Beach Flats.
- Establish a strong sense of place, with edges which have a beginning and an end, and with gateways and intimate residential streets clearly defined.

- Limit access and egress from the residential neighborhood to discourage tourist commercial traffic.
- Enhance the entries to the neighborhood at gateway intersections (Riverside/Liebrandt and Liebrandt/Beach) to strengthen the residential quality of the neighborhood and improve the appearance of the area.

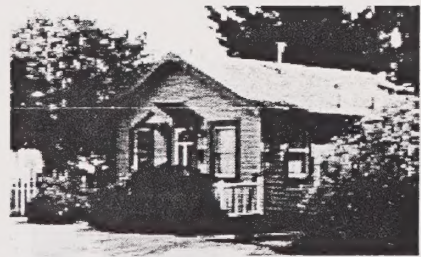
3. Design Guidelines

Conservation Area

- Development shall adhere to the guidelines listed in the General Design Guidelines and the following guidelines.
- Driveways may be narrower than city standards in order to maximize land use efficiency.
- Locate detached garages at the rear of buildings wherever possible.
- Front and side yard fencing shall be decorative wood picket fencing in traditional designs compatible with neighborhood character.
- Security is enhanced when residents are present and able to recognize one another. Design features such as front porches in proximity to the street encourage residents to interact with one another.
- Use of metal window and door security grilles should be minimized. If grilles are used, they must be decorative and in a style and scale that is compatible with the building architecture.
- Passive security, such as dense growing or thorny plant barriers and noisy, crunchy gravel used under windows as a passive alarm should be used to deter entry into private spaces.
- The dominant Vernacular architectural styles related to California Bungalow and Victorian shall be used to establish the Beach Flats design theme. Architecture shall adhere to the following design guidelines:
 - Buildings shall be similar in scale and form to existing structures and shall incorporate Vernacular characteristics, such as pitched gabled roofs, proportionally large overhangs, exposed roof beams and rafter tails, vertically oriented multi-paned windows, and front porches
 - Buildings shall be wood frame construction with horizontal wood siding.
 - Roof forms shall be typical of Beach Flats with steeper pitches more similar to Victorian than California Bungalow style.
 - Roof materials shall be composition or wood shingle.

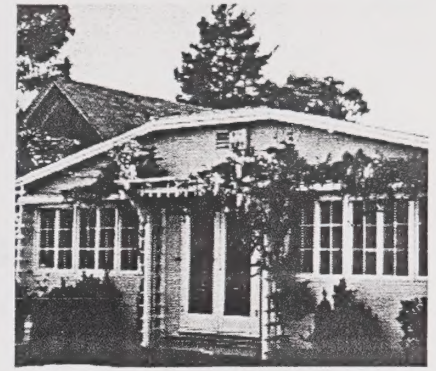


Vernacular Style Residence



Vernacular Style Residence

- Buildings shall be painted white, off-white, or pastel colors. Contrasting colors shall be used to accentuate door and window frames, porch railings and other distinctive features. Roof colors shall be subtle and compatible with the selected building colors.
- Where multiple color combinations are used, they shall be subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features and heighten interest.
- Wood sash or casement windows shall be used to maintain historic integrity and neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.
- Colorful flowering annual and perennial plants are encouraged to enhance the character of the neighborhood and to promote individual residence identity
- Permanent containers for flowering plants, such as window boxes and planters, are encouraged for use in limited space areas, at entries and in courtyards and plazas.
- The use of dense, landscape hedges and vine-covered fencing is encouraged as an efficient way to provide more landscaping within the limited available land area of the neighborhood.
- Vines and climbing plants integrated with building design and used on walls and trellises are encouraged to enhance structures, soften blank walls, provide passive security barriers and deter graffiti.



Vernacular Style Residence

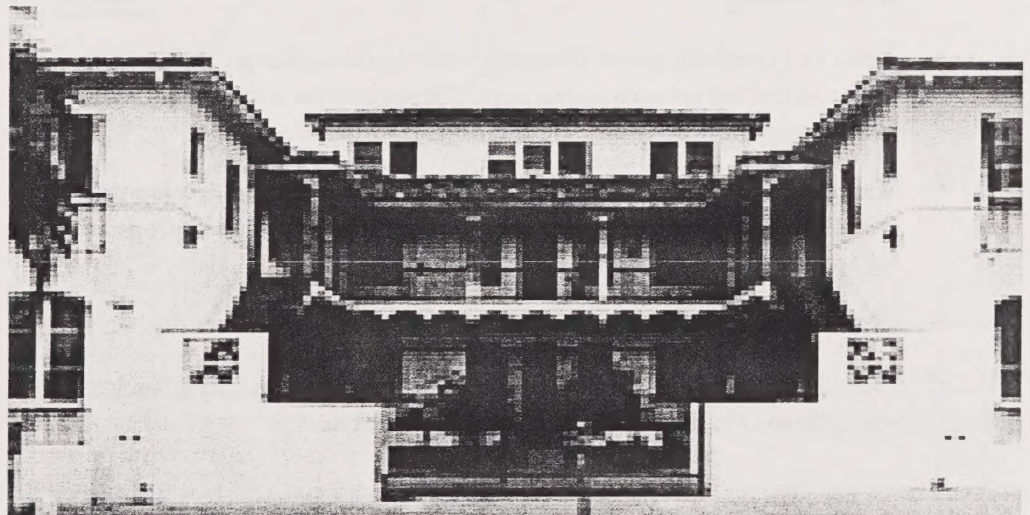
New Development Areas

- Development shall adhere to the guidelines listed in the General Design Guidelines and the following guidelines.
- The siting and design of structures and landscaping, particularly when adjacent structures are single story, shall ensure that the development blends into rather than dominating the neighborhood.
- Three story buildings are encouraged in the perimeter of the Area. Multi-story buildings shall step down to transition to the smaller scale Conservation Area.
- Multiple story developments shall minimize scale through upper story setbacks, modular building units and other similar design techniques.
- Multiple family units shall be clustered to increase open space. Large developments shall be made up of groups of structures.
- Courtyard style developments are encouraged for usable open space. Open spaces shall be consolidated to create usable open space.



Spanish Colonial Revival Style Multiple Family Residence

- Parking shall be located within or at the rear of structures and parking lots shall not be visible from the public right-of-way.
- Large parking lots are not allowed. Parking shall be incorporated within residential structures and small parking courts wherever possible.
- Parking courts shall be treated as landscape plazas with attention to paving surfaces, shade trees, landscape planters and pedestrian walkways.
- “Spanish Resort” architectural styles shall be used to establish the design theme for the New Development Area of Beach. While Spanish Colonial Revival is considered dominant, the architectural styles of the Beach Area includes a mix of characteristics of Mission Revival and Mediterranean architecture resulting in a general “Spanish Resort” style. Architecture shall adhere to the following design guidelines:
- Buildings shall be designed with stucco walls, courtyards, arches, towers, balconies, wood doors and windows, decorative iron and tile details or other features typical of the Spanish Colonial Revival style.
- Building forms shall suggest thick masonry reminiscent of Spanish Colonial Revival architecture and incorporate features such as recessed doors and windows.



Spanish Colonial Revival Style Multiple Family Residence

- Building walls shall be stucco and colored white, off-white or very light to medium value, warm-toned hues.

- Multiple color combinations may be used provided they are subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features.
- Roofs shall be hipped terra cotta tile roofs or flat roofs completely surrounded by a parapet.
- Parapets shall incorporate curvilinear decorative shapes and molding.
- Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance. Wall surfaces have decorative texture or ornament concentrated around doors and windows.
- Tile roof colors shall be natural clay terra cotta tones.
- Stained wood is preferred, however, trim may also be painted a darker value color than the main building color.
- Wood sash or casement windows shall be used to maintain compatible architectural character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established architectural style.
- Landscaping shall be designed to enhance the development architectural style. Bougainvillea, palms and other Mediterranean and tropical plants are associated with the “Spanish Resort” style found in Beach Commercial.
- Permanent containers for flowering plants are encouraged for use in limited space areas, at entries and in courtyards and plazas. Containers may also serve as seating.
- Vines and climbing plants integrated with building design and used on walls and trellises are encouraged to enhance structures, soften blank walls, provide passive security barriers and deter graffiti.
- Wall and fence materials, style and color shall complement the development architecture. Decorative stucco and wrought iron are most appropriate for Spanish Colonial Revival design themes.
- View fencing is encouraged for “eyes on the street” passive security.
- Lighting type shall be suitable to the project architectural style, such as wrought iron for the Spanish Colonial Revival style.

B. BEACH HILL

1. Community Character

Beach Hill is a distinct promontory within the Beach Area. Steep cliffs define the west and northern edges along Pacific Street and San Lorenzo River. Mature trees and Victorian mansions on the hilltop are visual landmarks from northern portions of the city. Some of

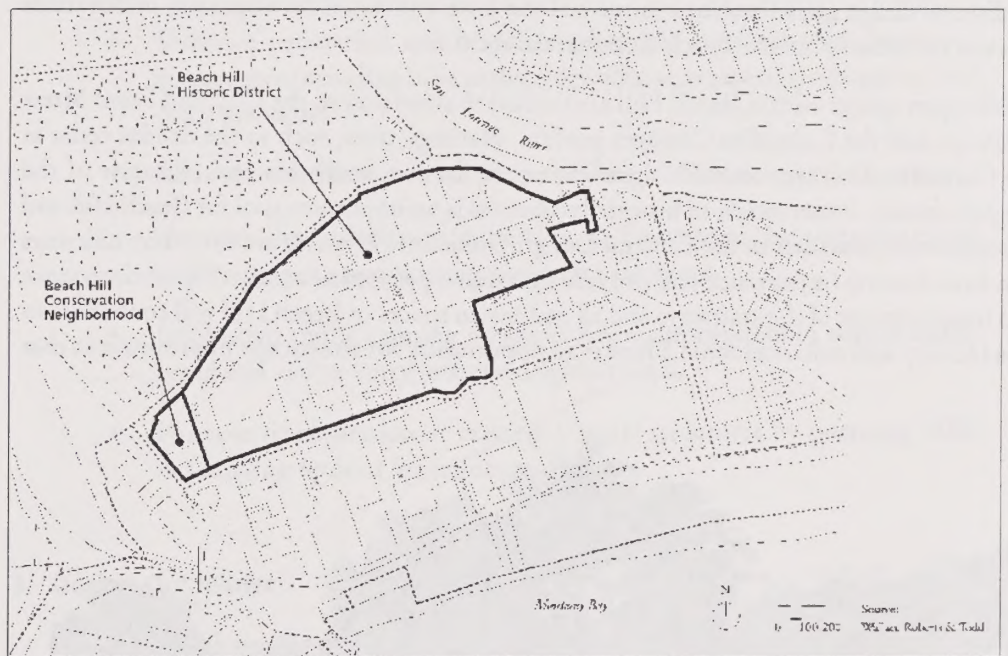


Beach Hill

the most attractive and picturesque views into the Beach Area are from the entry bridges towards Beach Hill with the river in the foreground. On the south side of Beach Hill, the topography slopes more gradually towards the ocean and the physical boundaries are less distinct.

Like other neighborhoods in the Beach Area, the overall character is “dense” due to small lot sizes and building separations and fairly large scale buildings in relation to lot sizes. The mix of single and multiple family residences and hotels and motels also contributes to the dense character.

The most notable characteristic of Beach Hill are the large scale Victorian residences. Many of these are large mansions that give an overriding elegance to the eclectic neighborhood mix. The City of Santa Cruz Historic Building Survey identifies numerous historic structures within Beach Hill and the Historic Preservation Ordinance regulates alterations to such structures. The quality of the neighborhood has warranted its designation as an Historic Preservation District. Until the Historic Preservation District is formed, the design guidelines for Conservation Districts shall be applied to enhance the setting of historic structures and to preserve neighborhood character.



The Planning Group

City of Santa Cruz - Beach & South of Laurel Area Plan

Figure 6

Proposed Beach Hill Historic District



Victorian Style

Beach Hill is almost entirely developed, so new developments will most likely be remodels or replacement of existing structures. Renovations to historic buildings shall follow established guidelines for historic preservation. In the Conservation Area (future Historic District), when non-historic buildings are remodeled or replaced, the Victorian architectural theme is required. Developments on the perimeter of the Conservation Area are recommended to use Victorian, Spanish Colonial Revival or other traditional architectural themes and may be required to be a particular style to ensure compatibility with nearby buildings that

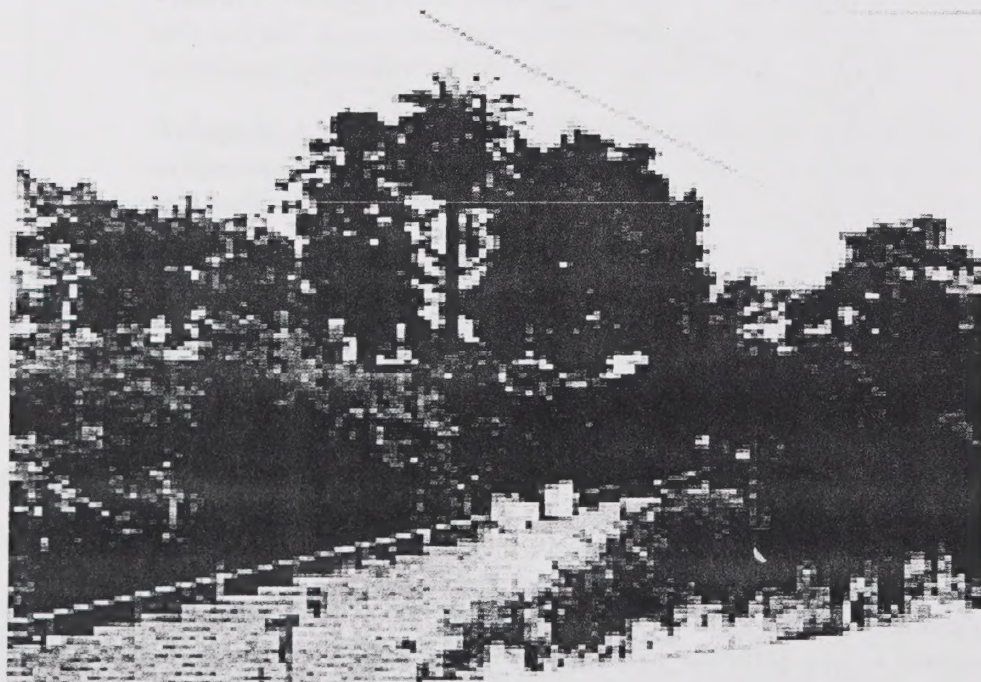
exhibit distinct historical styles. "Victorian" is a term that encompasses a number of architectural styles that were popular from the 1860's to the early 1900s. Descriptions of these styles and how their characteristics shall be used are provided in the architectural guidelines section. Additional guidelines are provided in the General Design Guidelines section and the Santa Cruz Historic Building Survey provides useful information on design within the historic context of the neighborhood.

Another notable characteristic of Beach Hill are hotels and motels. These uses are located primarily on the perimeters of the neighborhood, including the west side of Riverside Avenue and the east side of Front Street. Additionally several smaller hotels are located along the bluff off of Third Street. Most of the hotels and motels were built in the post war years and do not exhibit distinctive architectural styles. The parking lots, signs and limited landscaping associated with these uses contrast with the residential character of Beach Hill. In order to improve the design cohesiveness of Beach Hill, new and remodeled hotel and motel developments in the Conservation Areas are required to adhere to the Victorian design theme. Developments outside the Conservation Area are required to contribute to the overall design improvements for the area. Victorian, Spanish Colonial Revival and other traditional architectural themes are recommended and may be required depending on the project's proximity to nearby buildings that exhibit distinct architectural styles. Additional design guidelines for commercial and hotel and motel developments on Riverside Avenue are included in the Beach Commercial section.

Public open spaces within Beach Hill are limited to streetscapes, the Cliff and Front Street stairways and the Carmelita Cottages garden. Heritage trees, such as the deodar cedar at the Carmelita Cottages, make a significant contribution to the historic character of the neighborhood. Preservation of historic landscapes is an important goal for Beach Hill and guidelines are provided in the General Design Guidelines Historic section. The stairways also have historic importance and provide functional pedestrian access. The maintenance and improvement of the stairways and all pedestrian spaces in Beach Hill will contribute to area identity and enhancement. There is an opportunity for streetscape improvements that



Appropriate new development incorporates Victorian Architecture in contrast to the less compatible 1950's horizontal form and flat roof



include a street tree plan and implementation program, street lights, and neighborhood signage.

2. Goal and Objectives

Goal:

- Preserve the historic quality of the Beach Hill subdistrict, enhance its historic residential quality and maintain its prominence within the built environment.

Objectives:

- Protect and enhance the unique historic and architectural qualities which are present by establishing an Historic District.
- Enhance the entries to the neighborhood at definable intersections to strengthen the residential quality of the neighborhood and improve the appearance of the area.
- Enhance pedestrian and bicyclist safety and comfort with improved streetscapes including bike paths, sidewalks, street trees, landscaping, and other amenities.
- Allow development at lower ranges of General Plan density designations.
- Improve the pedestrian connection to Downtown by upgrading and maintaining the two existing pedestrian stairways.
- Implement traffic calming measures where appropriate to reduce traffic speed and visitor entry into the neighborhood.
- Promote rehabilitation of existing historic structures by pursuing Mills Act funding options for residents.

3. Design Guidelines

- Development shall adhere to the guidelines listed in the General Design Guidelines and the following guidelines.
- The siting and design of structures and landscaping shall ensure that the development blends into rather than dominating the neighborhood and shall not detract from landmark buildings.
- Victorian historic architectural styles shall be used to establish the Beach Hill design theme. Building design shall be derived from one of the following styles and shall adhere to the traditional elements inherent in that style. "Victorian" includes the following as described in the Santa Cruz Historic Building Survey:



Stick - Eastlake Style

Eastlake (1880's) is probably the most common 19th century style in Santa Cruz, found in very simple cottages and large elaborate houses, often in combination with elements of the Stick Style. Principally a style of ornament derived from the English farmhouse designer, Charles Eastlake, and easily worked on machinery that was developed and made widely available in the 1880's. Irregular in plan and outline with gabled roofs, sometimes with flaring eaves and square bays. Frequently having profuse application of ornamental detail including spindles, curved brackets, incised carving, grooved moldings, sunbursts, and flash glass.

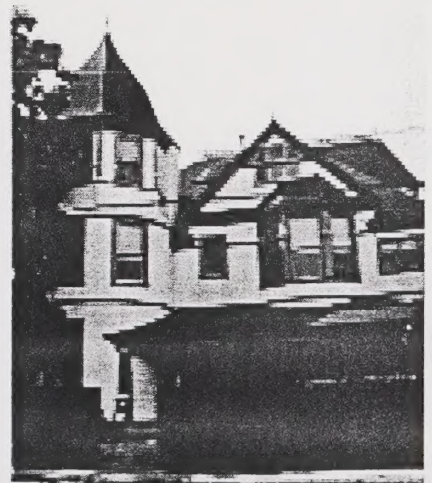
Stick-Eastlake (1880's) is rarely found in its pure form in Santa Cruz, but is frequently used in combination with Eastlake. In addition to the Eastlake ornament there is an overlay of plain or molded stick work that resembles half timbering and suggest the balloon frame construction of the time, often by extending window frames beyond the windows. Curved brackets are usually replaced by diagonal brackets.

Queen Anne (1885-1900) is less formal than earlier Victorian styles. It sought to be picturesque with an asymmetrical plan, complex roof line, corner towers, and gables. Frequently displaying a variety of textures and colors in bands of different siding materials including brick, clapboard, and shingles. Having bay windows of various shapes, porches, and balconies and a variety of predominantly classical ornamental details. In Santa Cruz the Queen Anne, Colonial Revival, Shingle, and Craftsman styles all blend together easily.

- Buildings shall be wood frame with traditional wood siding such as shiplap or shingle. Foundations and first floors may be brick or stone if appropriate to the architectural style.
- Hipped, gabled and other roof forms indicative of Victorian architecture are preferred.
- Roof materials shall be appropriate to the architectural style. Composition or wood shingle roofs are most appropriate for Victorian styles.
- Community compatibility can be achieved through replicating the strong volume and mass exhibited in historic structures. For example, bay windows and porches can be used to provide the sculptural, three dimensional qualities of Victorian architecture.
- Wood sash or casement windows shall be used to maintain historic integrity and neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.
- Recommended historic Victorian color schemes relate to three style transitions that occurred from the 1870's to the turn of the century:
- Pre-1884 buildings were painted pale colors, usually tans or white with a deeper toned trim of the same color. Window sashes were black or white and wood roof shingles were stained green, red or black.



Queen Anne Style



Chateau Eastlake



Exotic Victorian Landscape

- From 1884 to 1895 darker colors were used and there was a trend to use two exterior materials, such as shingles on the second story and wood siding on the first story. Each material and its trim was painted a different color, resulting in four colors. Second stories were usually lighter colors. Trim sashes were usually black, deep red and sometimes white. Wood shingle roofs were stained green, red or black.
- About 1885 colors were affected by the classical influence. Main body colors were lighter colors such as grays, yellows and tans. The trim was often white and the window sashes were generally black. Wood shingle roofs were stained green, red or black.
- Plant materials shall be selected for compatibility with the neighborhood. For example, the popularity of exotic flowering plants and specimen trees in Victorian gardens are evident in the Beach Hill neighborhood.
- Light fixtures shall be consistent in design and style of the architecture.
- Wall and fence materials, style and color shall complement the development architecture. Decorative iron fencing, wood picket, brick and stone are the most appropriate for Victorian design themes.
- Where visible from the public right-of-way, the top edge of fencing shall be treated as a design element. Suggested fencing treatments for the Victorian design theme include:
 - Shaped boards, horizontal board caps or trellises for wood fences.
 - Decorative finials or metal framing integral to the design of metal fences.
 - Utilize traditional paving materials such as brick and stone.

C. BEACH COMMERCIAL

1. Community Character

Beach Commercial is primarily the waterfront area south of Second Street between Pacific and Riverside Avenues and Bay Street. Commercial uses on Riverside Avenue and the east end of Beach Street are also included as part of this community. The topography terraces down towards the ocean from high points on the west at Bay Street and West Cliff Drive and the north at Second Street between Front and Main Streets.

Regional open spaces within the Beach Commercial area are of primary importance, since this is a recreational use area. The Boardwalk, Wharf, Beach Promenade and Beach Street are open spaces that create the opportunity for specialized, pedestrian-oriented commercial uses. Less attractive open spaces are the large parking lots, which dominate the center of the plan area. The lack of landscaping in the lots creates a barren, bleak appearance. Typically, existing motels dating from the 1940's and 50's are also designed with unattractive parking lots located between the buildings and the street. Improved landscaping, signage,

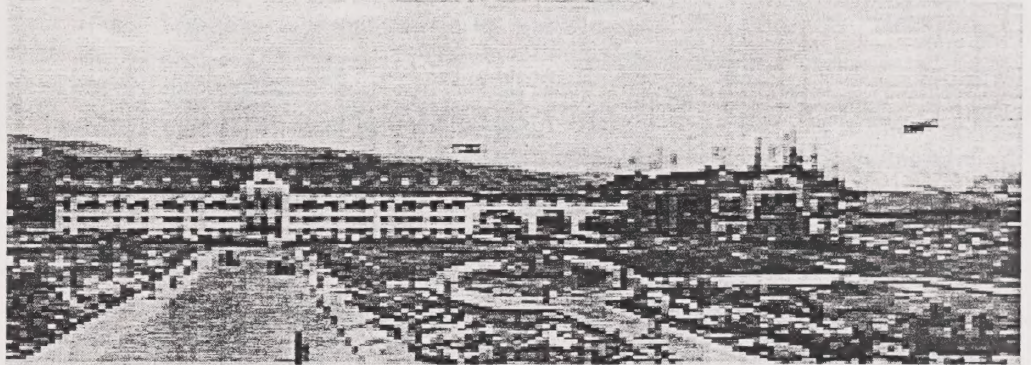


lighting and attractive building facades will enhance pedestrian activities and create a more vital commercial community.

The character of Beach Commercial is largely formed through the contrasts between various development types and open spaces. The most expansive development in this community is the Santa Cruz Beach Boardwalk. The amusement park buildings and rides are the largest scale structures in the area and they occupy most of the waterfront. Historically, this large scale was matched by the Casa del Rey Resort Hotel located on the north side of Beach Street and the former grand Sea Beach Hotel. Remnants of the past seaside resort grandeur are still evident in the core of the area, between Second Street and the amusement park, where historic Spanish Colonial Revival style buildings closely mingled with simple block-style commercial buildings and motels. Other remnants of the past grandeur are large scale Victorian style seaside residences and resorts still evident in the surrounding West Cliff and Beach Hill areas.

Development opportunities in the Beach Commercial area include new hotel and conference facilities and improved visitor serving commercial development. These contemporary opportunities shall emulate the past era when Santa Cruz was a prominent seaside resort. Hotels, such as the Sea Beach, incorporated significant scale with unique architecture that complemented the Victorian villas of Beach Hill. New development west and north of the wharf towards Beach Hill may utilize Victorian architecture, as was exemplified by the Sea Beach Hotel. New development in proximity to the La Bahia Apartments and Casa Blanca Hotel shall be derived from Spanish Colonial Revival style architecture. New developments are encouraged to recreate the historic scale, architectural quality and distinction of the

Beach Area at the turn of the century. The architectural guidelines section that follows describes how characteristics of these styles shall be used in the Beach Commercial Area.



Casa Del Rey Resort Hotel

Additional guidelines provided in the General Design Guidelines section on Conservation Districts and the Santa Cruz Historic Building Survey provide useful information on design within the historic context of the area. These design guidelines are intended to be used in conjunction with specific Development Standards for the Beach Commercial area. In addition, all projects within the Beach Commercial area will be subject to specific review through the Design Permit process, except the existing Boardwalk facilities on the south side of Beach Street.

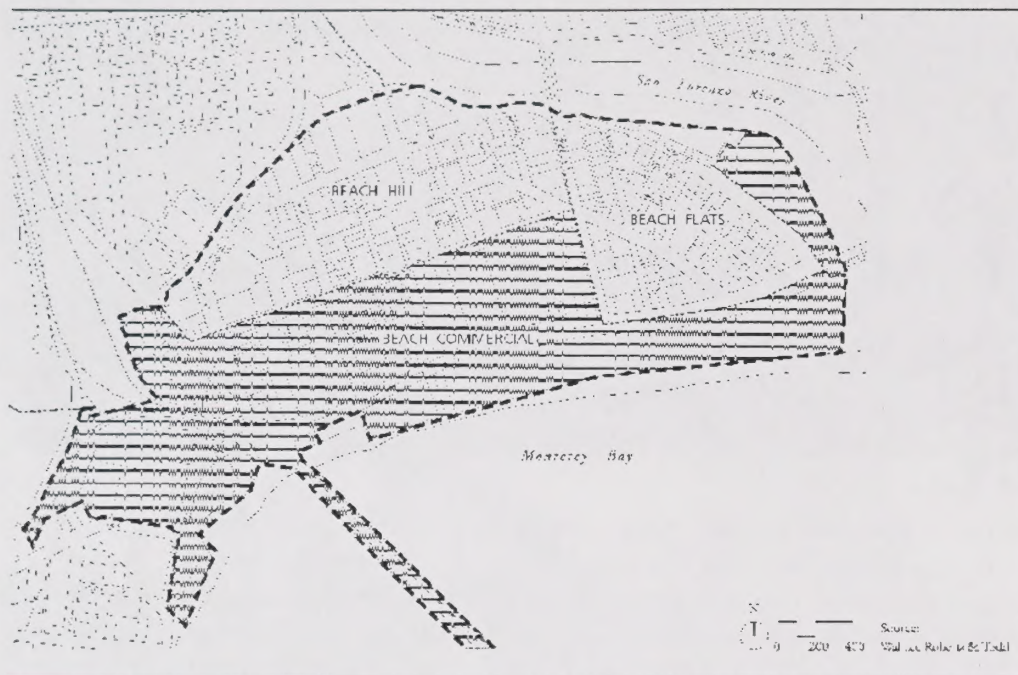


Sea Beach Hotel

2. Goal and Objectives

Goal:

- Recapture the former Ocean Resort grandeur, character and scale through intensification of tourist oriented development that promotes year round activities in the Beach area.



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 7

Beach Commercial Area

Objectives:

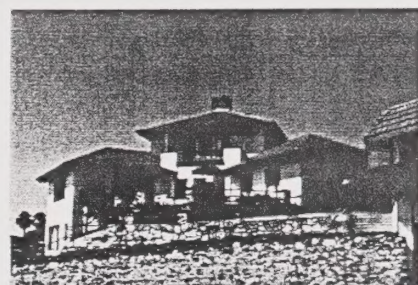
- Recapture the Ocean Resort through intensification of uses.
- Support maintenance and improvements to the amusement park and boardwalk.
- Encourage improvements to lodging facilities including development of a quality, full service, hotel conference facility and redevelopment of older facilities.
- Develop zoning and development regulations which ensures design flexibility and encourages recreation of the Ocean Resort style.
- Encourage Bed and Breakfast lodging throughout the area.
- Add and improve parking facilities.
- Enhance the wharf with landscaping, signage and other design improvements.
- Preserve the character of the area as demonstrated by historic buildings.
- Establish a strong sense of place, with edges in the Beach Commercial area which have a beginning and an end, and with gateways and intimate residential streets clearly defined.
- Develop physical design and transportation linkages with Downtown.

- Enhance the entries to the area at definable intersections to strengthen and improve the appearance of the area.
- Locate parking and utilitarian areas within or behind main structures and not on major streets.
- Enhance pedestrian and bicyclist safety and comfort with improved streetscapes including bike paths, sidewalks, street trees, landscaping, and other amenities.

3. Design Guidelines

- Development shall adhere to the guidelines listed in the General Design Guidelines section and the following guidelines.
- Development shall utilize the natural topography to create stepped and terraced multi-level buildings and open spaces and optimize view potential.
- Multi-level development is encouraged to enhance the grand resort character of the area. No new buildings shall be less than two stories.
- Building articulation shall be used to create interest and reduce the visual impact of large buildings. This can be achieved through varying heights and setbacks within the same building, offsetting wall planes and adding architectural interest with roof overhangs, awnings, trellises, windows, moldings and other elements.
- Roof design shall consider the natural topography and potential views of roofs from higher elevations as well as characteristic area architecture. Care shall be taken to ensure sensitive placement, pitch, style, materials and colors of roof designs. Views of flat roofs and roof top mechanical equipment shall be screened.
- Flat roof forms that create a monotonous skyline are not allowed. Gable roof forms are encouraged to create an attractive skyline. Towers, turrets, spires, cupolas and other architectural forms are encouraged to create interest in the skyline.
- Whenever possible, new structures shall be clustered to create plazas and pedestrian spaces. Such spaces shall provide amenities such as shade, benches, and fountains. When multiple-structure projects cannot be clustered, they shall be visually linked with arcades, trellises or similar structures.
- Balconies, terraces, courtyards and similar outdoor spaces shall be provided along building street facades to take advantage of views, create street vitality and enhance the resort atmosphere of the area.
- Standardized “corporate” architectural styles associated with chain-type commercial and hotel and motel development shall be modified to be compatible with the Plan Area design themes.

- Corporate color striping, wall logos, murals or other paint and color combinations used to transform buildings or building elements into a sign or advertising are not permitted.
- The number of vehicular site access points on Beach Street shall be limited. Site access and internal circulation shall promote safety, efficiency and convenience. Avoid conflicts between vehicles and pedestrians and provide adequate areas for maneuvering, stacking, truck staging and loading and accommodating emergency vehicles on side streets and alleys.
- Spanish Colonial Revival architecture shall be used to establish the Beach Commercial design character in proximity to the La Bahia Apartments and Casa Blanca Hotel. While Spanish Colonial Revival is considered dominant, the architectural styles of the Beach Area includes a mix of characteristics of Mission Revival and Mediterranean architecture resulting in a general "Spanish Resort" style. Architecture shall adhere to the following design guidelines for Spanish Colonial Revival:
 - Buildings shall be designed with stucco walls, courtyards, arches, towers, balconies, wood doors and windows, decorative iron and tile details or other features typical of the Spanish Colonial Revival style.
 - Building forms shall suggest thick masonry reminiscent of Spanish Colonial Revival architecture and incorporate features such as recessed doors and windows.
 - Building walls shall be stucco and colored white, off-white or very light value, warm-toned hues.
 - Multiple color combinations may be used provided they are subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features.
 - Roofs shall be hipped terra cotta tile roofs or flat roofs completely surrounded by a parapet.
 - Parapets shall incorporate curvilinear decorative shapes and molding.
 - Flat roofed buildings shall incorporate porches, window overhangs, trellises, wall and opening articulation or other features to avoid a bare box appearance. Wall surfaces have decorative texture or ornament concentrated around doors and windows.
 - Tile roof colors shall be natural clay terra cotta tones.
 - Stained wood is preferred, however, trim may also be painted a darker value color than the main building color.
 - Wood sash or casement windows shall be used to maintain neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.



The Casa Del Rey is an excellent example of an elegant Spanish Colonial Revival Style building designed to fit the site topography.

- Victorian historic architectural styles are encouraged to recreate the seaside resort theme west of the Municipal Wharf and north towards Beach Hill. Building design shall be derived from one of the following styles and shall adhere to the traditional elements inherent in that style. "Victorian" includes the following as described in the Santa Cruz Historic Building Survey:

Eastlake (1880's) is probably the most common 19th century style in Santa Cruz, found in very simple cottages and large elaborate houses, often in combination with elements of the Stick Style. Principally a style of ornament derived from the English farmhouse designer, Charles Eastlake, and easily worked on machinery that was developed and made widely available in the 1880's. Irregular in plan and outline with gabled roofs, sometimes with flaring eaves and square bays. Frequently having profuse application of ornamental detail including spindles, curved brackets, incised carving, grooved moldings, sunbursts, and flash glass.

Stick-Eastlake (1880's) is rarely found in its pure form in Santa Cruz, but is frequently used in combination with Eastlake. In addition to the Eastlake ornament there is an overly of plain or molded stick work that resembles half timbering and suggest the balloon frame construction of the time, often by extending window frames beyond the windows. Curved brackets are usually replace by diagonal brackets.

Queen Anne (1885-1900) is less formal than earlier Victorian styles. It sought to be picturesque with an asymmetrical plan, complex roof line, corner towers, and gables. Frequently displaying a variety of textures and colors in bands of different siding materials including brick, clapboard, sand shingles. Having bay windows of various shapes, porches, and balconies and a variety of predominantly classical ornamental details. In Santa Cruz the Queen Anne, Colonial Revival, Shingle, and Craftsman styles all blend together easily.

- Buildings may be metal or wood frame with traditional wood siding such as shiplap or shingle. Foundations and first floors may be brick or stone if appropriate to the selected architectural style.
- Complex roof forms including hipped and gabled forms indicative of Victorian architecture are required.
- Roof materials shall be appropriate to the architectural style. Composition or wood shingle and slate are most appropriate for Victorian styles. Fire code-approved synthetic or treated roof materials shall replicate traditional materials.
- Compatibility can be achieved through replicating the strong volume and mass exhibited in historic structures. For example, bay windows and porches can be used to provide the sculptural, three dimensional qualities of Victorian architecture.

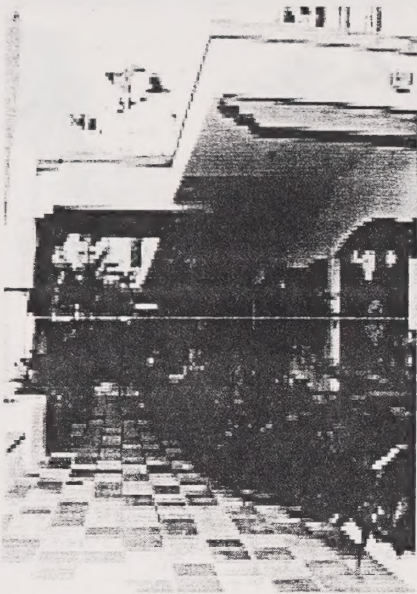
- Wood sash or casement windows shall be used to maintain historic integrity and neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.
- Historic Victorian color schemes shall be used, however, strong, multi-colored, "painted ladies" styles that use more than four colors would be overpowering in large scale developments. Large scale development shall use light to medium value colors with a limited palette to minimize scale and mass.

Commercial

- Store fronts shall be located along streets and sidewalks. Parking lots and garages shall be located within or at the rear of structures or off site.
- Commercial development shall be designed to create plazas and pedestrian spaces featuring amenities such as shade, benches, outdoor dining, fountains, gardens and performance spaces.
- Building facades shall be articulated with wall offsets, recesses, openings, ornamentation, and appropriate colors and materials to add texture and detail to the streetscape.
- Street level commercial spaces shall have 12-foot minimum floor-to-ceiling height to encourage retail activity.



Contemporary mixed use development references Spanish Colonial Revival Architecture.



- The facades of commercial buildings shall provide transparent glass in the entry street facing wall to promote visibility between the street and building interiors.
- Street fronting windows shall be no more than 30 inches above the sidewalk level.
- Based on the Downtown model, building facades are encouraged to introduce architectural variation at the pedestrian level in order to create a diverse building edge between the public and private realms. Bay windows, entry porticos, marquis, canopies, awnings, transparency, retractable storefronts and similar elements are encouraged.
- Building entry porticos may project into the public right-of-way provided there is adequate area for pedestrian circulation.
- Colorful landscaping shall be provided to frame doorways or accent windows. Landscaping may be sidewalk planters, containers or window boxes.

Hotel and Motel



Street level landscaping in the Commercial District.

- New and remodeled developments shall utilize Spanish Colonial Revival or Victorian architecture to recreate the Ocean Resort style.
- Buildings three stories or higher shall step back from adjacent streets after the second story. Standards will be developed for this guideline.
- When located on sloping topography, multiple level buildings shall be stepped or terraced for site compatibility and to provide solar access.
- The design and orientation of buildings and open space shall take advantage of available sunlight and, where possible, be sheltered from the noise of traffic or other incompatible uses with walls or other screening.
- Developments on primary thoroughfares shall orient common use facilities such as the entry lobby, shops and services at street level to contribute to the commercial resort mix of uses.
- Openings, including courtyard entries, gates, doors, windows and balconies shall be located along street facades at closely spaced intervals to avoid expanses of blank walls and to contribute to the pedestrian-oriented commercial resort character of the area.
- Upper level terraces are encouraged for common open space areas and outdoor restaurants.
- Courtyard style developments are preferred. Courtyards shall be used as hotel entries, outdoor café or common open space. Multiple building unit developments shall be clustered to consolidate open space.

- Encourage development that provides a variety of unit layout, orientation and entries.
- Long monotonous access balconies and corridors which provide access to five or more hotel/motel units are not allowed. Access points shall be clustered in small groups.
- Guest rooms shall be located to avoid noise generators such as mechanical equipment, trash enclosures and adjacent incompatible uses. Architectural measures such as masonry sound walls and noise attenuating building materials shall be used where exterior noise is excessive and unavoidable.
- Security is enhanced through visibility. Clear views shall be maintained to parking areas and through pedestrian paths and landscape areas. Windows shall be located so that guests have views into common areas.
- Use of metal window and door security grilles should be minimized. If grilles are used, they must be decorative and in a style and scale that is compatible with the building architecture. Night security grilles shall be designed to be completely retractable during daylight hours.
- Pedestrian walkways shall be provided to link guest units with common open space areas, recreational and support facilities, parking areas and the street. Appropriate paving shall be used where pedestrians are likely to cross landscaped area.
- Recreational open spaces shall be centrally and conveniently located for guests.
- Private open spaces shall be directly accessible from guest rooms and shall be defined by railings, trellises, canopies or other architectural features designed as an integral part of the building.
- Landscaping shall be lush, eclectic, colorful, and exotic to reflect the mild climate and resort character. The use of flowering and scented shrubs and trees, species with sculptural, bold forms and the use of a variety of palm species is encouraged.



Spanish Style Hotel

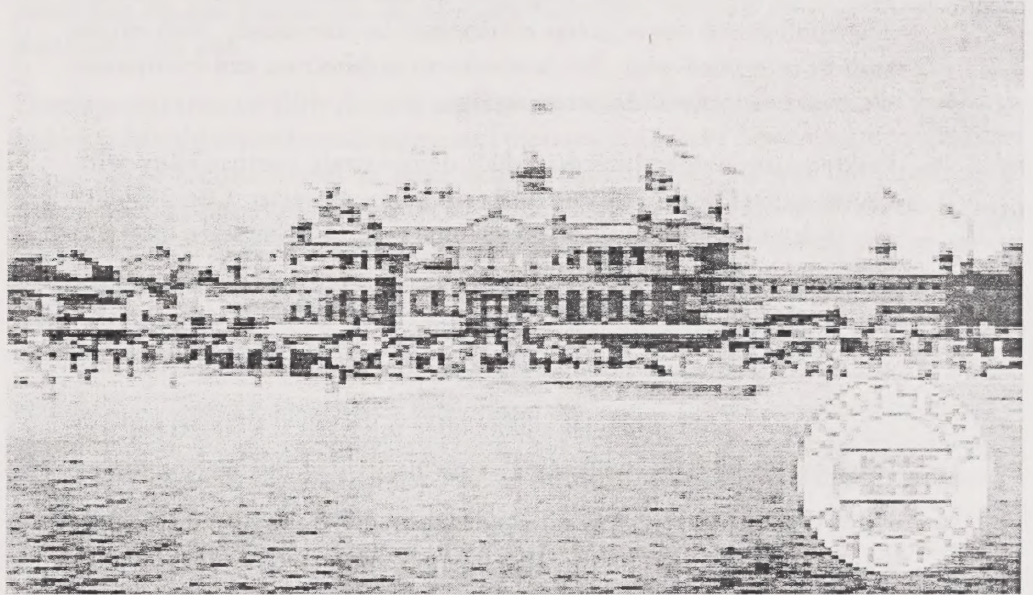


Victorian Style Hotel

Commercial Recreation and Entertainment

- The design and orientation of buildings and open space shall maintain and encourage safe, convenient and aesthetic pedestrian-oriented development.
- New buildings and entertainment facilities, such as amusement park rides, shall be designed to minimize blockage of ocean views.
- A unified character including architecture, colors, materials, lighting, signage and landscaping shall be identified and implemented for all structures and facilities within a development.
- Gateways and entries shall be designed as focal points with exceptional architecture and landscaping.

- “Fantasy Victorian” is encouraged as the preferred architectural style for recreational and entertainment development. This style is eclectic and derives from Victorian fascination and interpretation of the exotic. Moorish architecture themes such as peaked arches and domes were used historically in the Beach Area.
- New entries, signage, lighting, seating and other amenities shall be designed to be consistent with the architectural style.



Parking Facilities

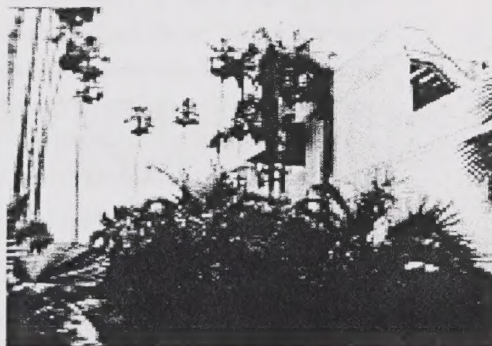
- Parking shall not be the dominant visual element of the site. Parking which is visible from the street or other areas exposed to public view must be screened and softened by landscaping, low screen wall or a combination of elements.
- Parking lots shall be planted with trees to reduce heat and glare and to provide visual relief from broad expanses of paving. Shade tree shall be planted around the perimeter and within the lot. The selected species, size and location of the trees should provide adequate shade coverage within five years of installation. Selected tree species shall be tolerant of drought, salt, reflected heat and glare and minimal areas of exposed soil surface.
- Landscape perimeter planting shall enclose parking areas on all sides exposed to public view. Recommended planter width is 20 feet on major thoroughfares. Planter widths may be narrowed if screening walls are also provided.
- Perimeter planting shall provide dense shrubbery or a combination of shrubs and solid masonry wall adequate to screen the expanse of parking,

car headlights and reflective car surfaces. The screening shall be three to four feet in height. Berming may also be appropriate.

- Parking structure exteriors shall maintain the same high-quality architectural design and construction standards as all other commercial buildings and shall either incorporate uses, such as retail shops, in the building facade or lush landscaping.
- Parking garage entries shall be located on side streets wherever possible. The number and size of garage entries shall be minimized. Such entries shall be integrated with the development architecture and incorporate decorative elements and discreet signage.
- Parking structure architecture shall demonstrate compatibility with Conservation District and Plan Area community character. Compatibility can be demonstrated through architectural style, building scale, mass and form, and building materials and colors.
- The large scale and mass of parking structures shall be alleviated through wall offsets, pilasters, arched openings and other distinctive design elements.
- Cars parked within structures and on open top levels shall be screened as much as possible with architectural elements, trellises and landscaping.
- Decorative elements such as cornices, balustrades, finish materials, colors and lighting shall be used to add interest and integrate the structures within the design character of the area.
- Parking structures shall be densely screened with plants on all sides of the structure exposed to public view except where uses such as retail shops occupy the ground floor. Recommended planter width is 15 feet minimum.



Large shade trees provide shade and screen the parking lot from neighboring multi-story buildings.



Elegantly detailed walls and lush landscaping enclose the parking

D. SOUTH OF LAUREL

1. Community Character

South of Laurel is a fairly flat land area between Downtown Santa Cruz and the Beach Commercial community. The area is bordered by Downtown and Laurel Street on the north, the San Lorenzo River on the east, Beach Hill on the southeast, the Municipal Pier entry area to the south, Neary Lagoon to the southwest and Walii Street and the Eastside hills to the west. The river, lagoon, hills and waterfront are natural topographic features that define the area boundaries. Another significant land feature is the railroad open space that bisects the area.

Development areas are fairly distinct in the community. Traditional design, and small scale residential neighborhoods make up most of the northern part of the community. There are a number of historic homes in those neighborhoods which warrant the formation of neighborhood Conservation Areas. Multiple family residences are located near the railroad open space area, in the area south of Sycamore Street and near major circulation streets. Commercial uses are located primarily along Pacific Avenue, in the northeast area near the river, and sporadically, along Laurel Street. Commercial uses transition from Downtown commercial in the northern areas to visitor commercial in the Beach Area.

Natural open spaces, such as Neary Lagoon and the San Lorenzo River contribute a sense of spaciousness to the area and provide an important community amenity. Access to the open spaces and through the community will be maintained and enhanced with streetscape improvements including pedestrian and bicycle paths, trees, and other amenities. Vacant properties also contribute to spaciousness of the area, however, their bleak appearance is not a positive characteristic of the community. South of Laurel has the most vacant land area and development opportunity sites within the Beach and South of Laurel Plan Area. Multiple family residential, commercial, mixed-use, hotels and motels and neighborhood park uses are proposed developments within the vacant lands.



San Lorenzo River Open Space

Residential Development

Residential development is expected to occur in different areas throughout the planning area, both in areas designated residential, as well as areas mostly designated to be commercial. Depending on the setting, the residential character will vary. The Plan envisions three different residential densities: low medium, medium and high density. The Plan also allows mixed use development including a percentage of development in residential areas dedicated to commercial uses, or work-live arrangements. Residential development may occur in areas expected to develop primarily for commercial purposes. This includes Pacific Avenue, where the plan requires two story development, similar to development regulations in the Downtown Recovery Plan.

New residential development shall exhibit the high quality design and detail of traditional architecture in the community. Developments within or in close proximity to the Conservation Areas shall be compatible and not overshadow historic buildings that create the character of Santa Cruz. The character of new multiple family development shall be derived from the adjacent neighborhoods which preserve primarily Victorian buildings.



Vernacular Architecture

Commercial Development

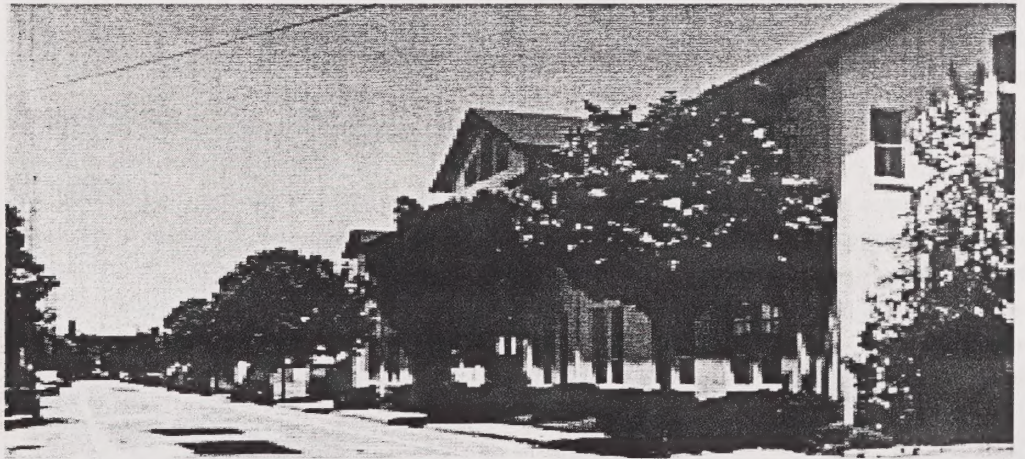
Another emphasis for the SOLA Plan is a connection between Downtown and the Beach. This connection is manifested in the commercial development pattern and physical design of the corridors between the two areas. Because of their particular function, different commercial areas will take on distinct and different characters. Pacific Avenue below Laurel Street is a natural extension of the Downtown restaurant and entertainment district with pedestrian focus and outdoor activity. The visitor serving area is concentrated near the Washington/Pacific intersection. Neighborhood serving commercial uses may occur throughout the area and an existing neighborhood commercial concentration at Laurel/

Chestnut may see some modest expansion. Front Street and adjacent land uses along the San Lorenzo River will be mixed use residential.

Pacific Avenue and adjacent commercial and mixed use developments are planned as one of the important linkages between Downtown and the Beach. Pacific Avenue as it has developed north of Laurel Street is the model. Not only will a similar treatment provide continuity, it will bring with it a similar emphasis on pedestrian amenities.

Land use intensification should produce development ranging from two to three stories in height. Ground floor uses are most appropriately those which cater to pedestrians and provide pedestrian interest and amenities, although complete residential projects would also be appropriate to provide support for downtown businesses. Buildings with strong architectural definition at major street intersections will mark the entrances to the beginning of Pacific Avenue. Minimizing access driveways and locating parking areas to the rear or within buildings will allow placement of buildings close to or at the property line of the street and add to a pedestrian friendly environment. Reduction in parking requirements in the area will allow greater intensification of land uses by not requiring standard on-site parking requirements.

The Pacific Avenue streetscape will continue the strong pedestrian character of Pacific north of Laurel. Similar outdoor eating areas and other outdoor activities can enliven the street. Landscape and pedestrian amenities similar to the Downtown are proposed to extend to the intersection of Front Street. Sidewalk width should be planned to allow the same promenading widths as exist to the north. The streetscape design elements, such as lighting and street trees, should also continue to the Beach.



Community Redevelopment

Hotel and Motel

Visitor serving uses are anticipated in the lower end of the planning area in the vicinity of the intersections of Pacific Avenue, Center and Washington Streets. Several motels are already existing in this area. Support services such as restaurants or entertainment and additional lodging are also appropriate. This area also has served as a support area for marine related uses. Such uses may continue in the future and, consistent with the mixed use theme, residential development may also occur in this area.



Contemporary Motel



Revitalized Vernacular Motel



Development Opportunity Site

Development Opportunity Sites

One vacant land parcel provides an opportunity for larger scale development: the “triangle” bordered by Laurel and Front Streets. In order to maintain community character, these larger scale developments will be designed to be sensitive to the smaller scale of surrounding development. Buildings will be located close to the street with parking at the rear, underground, or screened from the street. Large buildings will avoid a “bare box” appearance through design that reduces scale and mass.

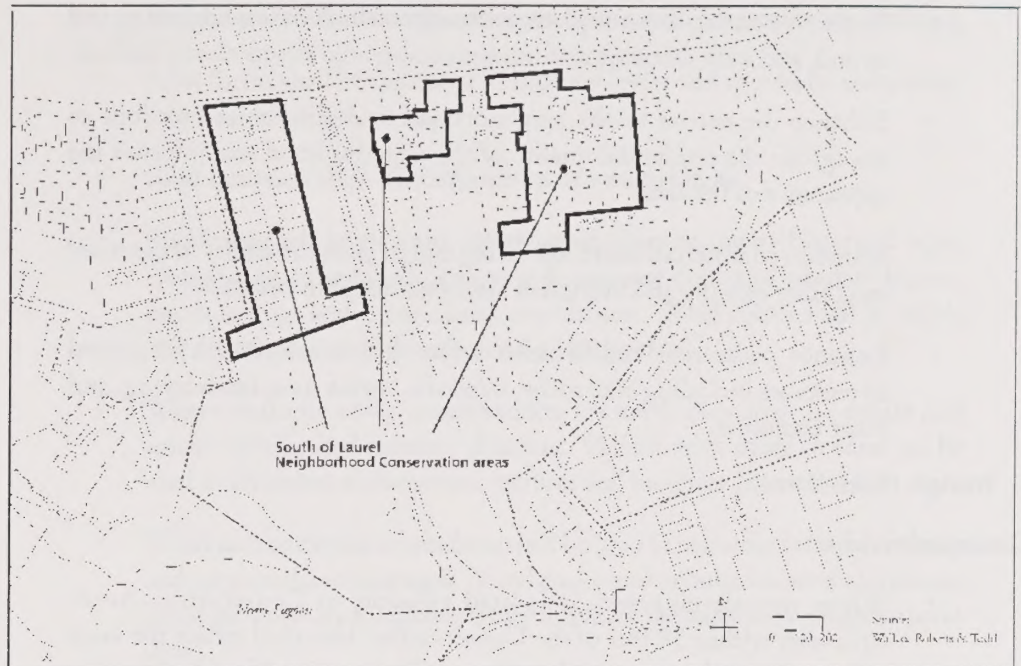
The site at Laurel and Front Streets is encouraged to be a high density urban-style residential/mixed use development. This type of development could incorporate structured or enclosed parking, multi-level residential buildings that optimize views of the river and mountains, and open spaces that connect to the river levee and surrounding streets to encourage pedestrian connections to the Downtown and Beach Area. The site is a focal point within the city and should be designed as a “signature” development that will generate pride within the community.

The Southern Pacific Depot site is uniquely located between Downtown and the Beach Area where it can become a primary destination point. As a focal point of community activity, the site is envisioned as a premium public use facility. The site has the potential to provide community serving uses such as a park, transit station and Beach Area parking facility along with the potential for a museum. A master plan for the site will be created to ensure that the site is planned and designed as another signature development in the community.



Southern Pacific Depot Redevelopment Site





The Mapping Group

City of Santa Cruz - Beach & South of Laurel Area Plan

Figure 8

South of Laurel Conservation Areas

2. Goal and Objectives

Goal:

- Improve the quality of life for the existing residents and businesses in the area through integrating appropriate visitor serving and commercial uses that serve to connect the Downtown and Beach Areas.

Objectives:

- Establish the southern end of Pacific Avenue below Laurel Street as an extension of the Downtown Recovery Plan policies for Pacific Avenue with an emphasis on mixed residential development above ground floor retail and other uses. Create a CBD zone that uses the same village design and use policies as the Cedar Street area of the Downtown Recovery Plan.
- Establish a two story minimum for commercial development along Pacific Avenue.
- Establish the area adjacent to the river as a high density mixed use area that will provide new market rate housing.
- Identify the Spruce/Sycamore, Washington Street and Myrtle Street neighborhoods as "Conservation Areas" in which historic homes will be preserved and new and remodeled homes will adhere to historic compatibility guidelines.
- Encourage mixed-use developments that will serve as a transition between the residential neighborhoods and commercial areas.

- Establish a strong sense of place, with edges which have a beginning and an end, and with gateways and intimate residential streets clearly defined.
- Enhance the entries to the neighborhood at definable intersections to strengthen the residential quality of the neighborhood and improve the appearance of the area.
- Maintain commercial buildings facing and in close proximity to the street and locate parking and utilitarian areas behind main structures.
- Enhance pedestrian and bicyclist safety and comfort with improved streetscapes including bike paths, sidewalks, street trees, landscaping, and other amenities.

3. Design Guidelines

Conservation Areas

- Where new development is located adjacent to Conservation Areas, structures within 30 feet of the Conservation Area shall reflect the same massing and scale as that of the adjacent Conservation Neighborhood.
- Development shall adhere to the guidelines listed in the General Design Guidelines, the Conservation Area Design Guidelines and the following guidelines.
- Locate detached garages at the rear of buildings wherever possible.
- Front and side yard fencing shall be decorative wood picket or metal fencing in traditional designs compatible with neighborhood character.
- Security is enhanced when residents are present and able to recognize one another. Design features such as front porches in proximity to the street encourage residents to interact with one another.
- Use of metal window and door security grilles should be minimized. If grilles are used, they must be decorative and in a style and scale that is compatible with the building architecture.
- Passive security, such as dense growing or thorny plant barriers and noisy, crunchy gravel used under windows as a passive alarm should be used to deter entry into private spaces.
- The dominant Vernacular architectural styles related to California Bungalow and Victorian shall be used to establish the South of Laurel Conservation Area design theme. Architecture shall adhere to the following design guidelines:
 - Buildings shall be similar in scale and form to existing structures and shall incorporate Vernacular characteristics, such as pitched gabled roofs, proportionally large overhangs, exposed roof beams and rafter tails, vertically oriented multi-paned windows, and front porches.



Hexagon House

- Buildings shall be wood frame construction with horizontal wood siding.
- Roof forms shall be typical of Vernacular styles and should be compatible with surrounding buildings.
- Roof materials shall be composition or wood shingle.
- Buildings shall be painted colors appropriate to the architectural style. Contrasting colors shall be used to accentuate door and window frames, porch railings and other distinctive features. Roof colors shall be subtle and compatible with the selected building colors.
- Where multiple color combinations are used, they shall be subtle and consist of a limited number of colors. Variations in shade or tone can be used to articulate architectural features and heighten interest.
- Wood sash or casement windows shall be used to maintain historic integrity and neighborhood character. Vinyl clad wood or baked enamel aluminum frame windows are acceptable if they duplicate the established neighborhood style.
- Colorful flowering annual and perennial plants are encouraged to enhance the character of the neighborhood and to promote individual residence identity
- Permanent containers for flowering plants, such as window boxes and planters, are encouraged for use in limited space areas, at entries and in courtyards and plazas.
- Vines and climbing plants integrated with building design and used on walls and trellises are encouraged to enhance structures, soften blank walls, provide passive security barriers and deter graffiti.

New Development Areas

Multiple Family Residential

- Development shall adhere to the guidelines listed in the General Design Guidelines and the following guidelines.
- The siting and design of structures and landscaping, particularly when adjacent structures are single story, shall ensure that the development blends into rather than dominating the neighborhood.
- Three story buildings are encouraged. Multi-story buildings shall step down to transition to the smaller scale residential neighborhoods.
- Multiple story developments shall minimize scale through upper story setbacks, modular building units and other similar design techniques.
- Multiple family units shall be clustered to increase open space. Large developments shall be made up of groups of structures.

- Architecture shall enhance the community with similar high quality design, detail and materials as exhibited in the City's historic architecture.
- Courtyard style developments are encouraged for usable open space. Open spaces shall be consolidated to create usable open space.
- Parking shall be located within or at the rear of structures and parking lots shall not be visible from the public right-of-way.
- Large parking lots are not allowed. Parking shall be incorporated within residential structures and small parking courts wherever possible.
- Parking courts shall be treated as landscape plazas with attention to paving surfaces, shade trees, landscape planters and pedestrian walkways.
- Landscaping shall be designed to enhance the development architectural style.
- Permanent containers for flowering plants are encouraged for use in limited space areas, at entries and in courtyards and plazas. Containers may also serve as seating.
- Vines and climbing plants integrated with building design and used on walls and trellises are encouraged to enhance structures, soften blank walls, provide passive security barriers and deter graffiti.
- Wall and fence materials, style and color shall complement the development architecture.
- View fencing is encouraged for "eyes on the street" passive security.
- Lighting type shall be suitable to the project architectural style.

Commercial

- Multi-level, large scale development is encouraged to optimize use of opportunity sites in the area.
- The number of site access points on primary thoroughfare streets shall be limited. Site access and internal circulation shall promote safety, efficiency and convenience. Avoid conflicts between vehicles and pedestrians and provide adequate areas for maneuvering, stacking, truck staging and loading and accommodating emergency vehicles on side streets and alleys.
- Parking lots shall be located at the rear of structures. Wherever possible, parking shall be located underground or within structures.
- Building articulation shall be used to create interest and reduce the visual impact of large building scale. This can be achieved through varying heights and setbacks within the same building, offsetting wall planes and adding architectural interest with roof overhangs, awnings, trellises, windows, moldings and other elements.



Multiple family residential over ground floor commercial. Architecture incorporates building modules, offsets, bays, porches and balconies to minimize scale.



Multiple family residential development entry feature sign and lush landscape



New Commercial development utilizes traditional architectural elements including cornices, balconies, arches and metal railings, and wall decoration. Pedestrian amenities include awnings, benches, landscaping, and textured paving

- Roof design shall be appropriate to the architectural style of the building. All unsightly views of flat roofs and roof top mechanical equipment shall be screened.
- Balconies, terraces, courtyards and similar outdoor spaces shall be provided along building street facades to take advantage of views and create street vitality.
- The facades of commercial buildings shall provide appropriate proportions of transparent glass in the entry street facing wall to promote visibility between the street and building interiors.
- Street fronting windows shall be no more than 30 inches above the sidewalk level.
- Bay windows may project into the public right-of-way provided there is adequate area for pedestrian circulation. Bay windows shall maintain glazing on all projecting faces and may not exceed 15 feet in width. For ground floor windows, there shall be a clearance of at least 12 inches between the bottom of the projecting bay and the sidewalk.
- Building entry porticos may project into the public right-of-way provided there is adequate area for pedestrian circulation.
- Standardized “corporate” architectural styles associated with chain-type commercial and hotel and motel development shall be modified to be compatible with the Plan Area design themes.
- Corporate color striping, wall logos, murals or other paint and color combinations used to transform buildings or building elements into a sign or advertising are not permitted.
- Every structure or commercial complex shall incorporate sign design into the overall project design plan. Signs shall complement the building scale, proportions, architectural style, materials and colors. Where more than one sign is allowed, all signs shall be designed using the same construction methods and materials, colors, lettering and logo styles.
- Sign design, materials and illumination shall complement the project architectural style. Internally illuminated plastic signs are inappropriate for traditional architectural styles in the Plan Areas.
- Commercial development on Pacific Avenue shall follow the Downtown Recovery Plan design guidelines for the village street corridor.
- Whenever possible, new structures shall be clustered to create plazas and pedestrian spaces. Such spaces shall provide amenities such as shade, benches, and fountains. When multiple-structure projects cannot be clustered, they shall be visually linked with arcades, trellises or similar structures.

- Colorful landscaping shall be provided to frame doorways or accent windows. Landscaping may be sidewalk planters, containers or window boxes.
- Permanent containers for flowering plants are encouraged for use in limited space areas, at entries and in courtyards and plazas. Containers may also serve as seating.
- Vines and climbing plants integrated with building design and used on walls and trellises are encouraged to enhance structures, soften blank walls, provide passive security barriers and deter graffiti.
- Wall and fence materials, style and color shall complement the development architecture.
- Lighting type shall be suitable to the project architectural style.
- Traditional paving materials such as brick, stone, tile and decorative concrete shall be used to accent entries or other significant pedestrian paths.



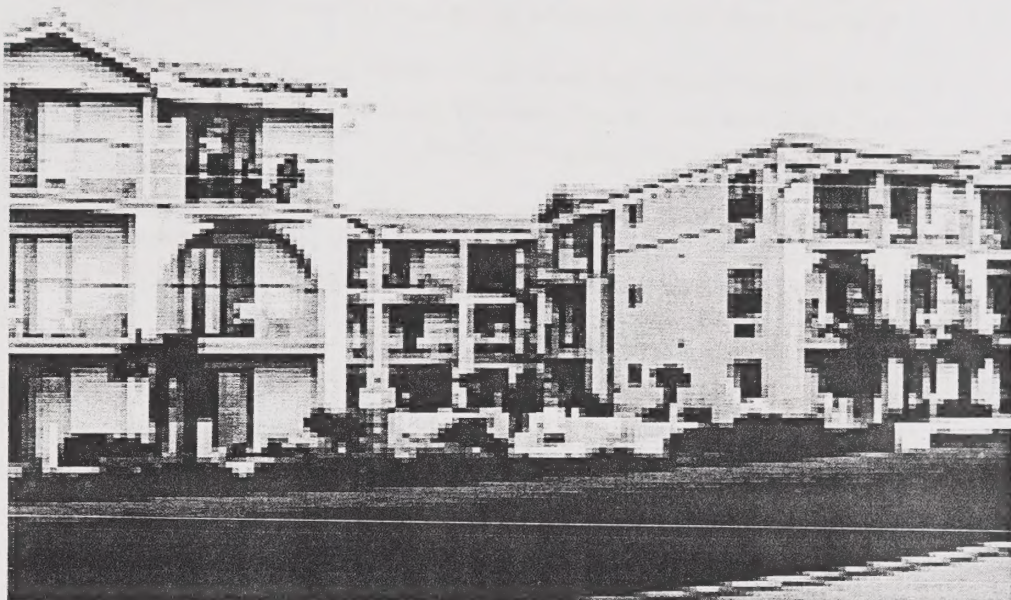
Downtown Street Scene



Downtown Street Scene

Hotel and Motel

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- Corporate color striping, wall logos, murals or other paint and color combinations used to transform buildings or building elements into a sign or advertising are not permitted.



- The design and orientation of buildings and open space shall take advantage of available sunlight and, where possible, be sheltered from the noise of traffic or other incompatible uses.
- Developments on primary thoroughfares shall orient common use facilities such as the entry lobby, restaurants, shops and services at street level to contribute to the commercial resort mix of uses.
- Openings, including courtyard entries, gates, doors, windows and balconies shall be located along street facades at closely spaced intervals to avoid expanses of blank walls and to contribute to the pedestrian-oriented commercial resort character of the area.
- Upper level terraces with balcony street edges are encouraged for common open space areas and outdoor restaurants.
- Courtyard style developments are preferred. Courtyards shall be used as hotel entries, outdoor café or common open space. Multiple building unit developments shall be clustered to consolidate open space.
- Long monotonous access balconies and corridors which provide access to five or more hotel/motel units are not allowed. Access points shall be clustered in groups of four or less.
- Guest rooms shall be located to avoid noise generators such as mechanical equipment, trash enclosures and adjacent incompatible uses. Architectural measures such as masonry sound walls and noise attenuating building materials shall be used where exterior noise is excessive and unavoidable.

- Security is enhanced through visibility. Clear views shall be maintained to parking areas and through pedestrian paths and landscape areas. Site design shall minimize blind corners and creation of potential “hiding places.” Windows shall be located so that guests have views into common areas.
- Use of metal window and door security grilles should be minimized. If grilles are used, they must be decorative and in a style and scale that is compatible with the building architecture.
- Pedestrian walkways shall be provided to link guest units with common open space areas, recreational and support facilities, parking areas and the street. Appropriate paving shall be used where pedestrians are likely to cross landscaped area.
- Recreational open spaces shall be centrally and conveniently located for guests.
- Private open spaces shall be directly accessible from guest rooms and shall be defined by railings, trellises, canopies or other architectural features designed as an integral part of the building.



*Remodeled 1950's Hotel
incorporates Spanish Colonial
Revival architectural elements and
extensive landscaping.*

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